UNIVERSIDAD DE MÁLAGA

DOCTORAL THESIS

PERSUASIVE DISCOURSE IN TOURISM WEB PAGES:
HEALTH RESORTS IN UKRAINE'S CARPATHIAN MOUNTAINS

GANNA ZAKHAROVA GARCÍA

TUTOR:
CARMEN CORTÉS ZABORRAS

DIRECTOR:
ROSA MUÑOZ LUNA

PROGRAMA DE DOCTORADO
LINGÜÍSTICA, LITERATURA Y TRADUCCIÓN

UNIVERSIDAD DE MÁLAGA

UNIVERSITY OF MALAGA
2023

AUTORA: Ganna Zakharova García

https://orcid.org/0000-0002-4219-411X

EDITA: Publicaciones y Divulgación Científica. Universidad de Málaga

Esta obra está bajo una licencia de Creative Commons Reconocimiento-NoComercial-SinObraDerivada 4.0 Internacional:
https://creativecommons.org/licenses/by-nc-nd/4.0/legalcode
Cualquier parte de esta obra se puede reproducir sin autorización
pero con el reconocimiento y atribución de los autores.
No se puede hacer uso comercial de la obra y no se puede alterar, transformar o hacer obras derivadas.

Esta Tesis Doctoral está depositada en el Repositorio Institucional de la Universidad de Málaga (RIUMA): riuma.uma.es

UNIVERSIDAD DE MÁLAGA

DECLARACIÓN DE AUTORÍA Y ORIGINALIDAD DE LA TESIS PRESENTADA PARA OBTENER EL TÍTULO DE DOCTOR

D./Dña GANNA ZAKHAROVA GARCÍA
Estudiante del programa de doctorado "LINGÜÍSTICA, LITERATURA Y TRADUCCIÓN" de la Universidad de Málaga, autor/a de la tesis, presentada para la obtención del título de doctor por la Universidad de Málaga, titulada: PERSUASIVE DISCOURSE IN TOURISM WEB PAGES: HEALTH RESORTS IN UKRAINE'S CARPATHIAN MOUNTAINS

Realizada bajo la tutorización de CARMEN CORTÉS ZABORRAS y dirección de ROSA MUÑOZ LUNA (si tuviera varios directores deberá hacer constar el nombre de todos)

DECLARO QUE:

La tesis presentada es una obra original que no infringe los derechos de propiedad intelectual ni los derechos de propiedad industrial u otros, conforme al ordenamiento jurídico vigente (Real Decreto Legislativo 1/1996, de 12 de abril, por el que se aprueba el texto refundido de la Ley de Propiedad Intelectual, regularizando, aclarando y armonizando las disposiciones legales vigentes sobre la materia), modificado por la Ley 2/2019, de 1 de marzo.

Igualmente asumo, ante la Universidad de Málaga y ante cualquier otra instancia, la responsabilidad que pudiera derivarse en caso de plagio de contenidos en la tesis presentada, conforme al ordenamiento jurídico vigente.

En Málaga, a 30 de JUNIO de 2023

Fdo.: GANNA ZAKHAROVA GARCÍA Doctoranda	Fdo.: CARMEN CORTÉS ZABORRAS Tutora
Fdo.: ROSA MUÑOZ LUNA DIRECTORA DE TESIS	

Málaga a 30 de junio de 2023

Carmen Cortés Zaborras, profesora de la Facultad de Filosofía y Letras (Universidad de Málaga),

HACE CONSTAR

Que Ganna Zakharova García, con DNI , es estudiante de doctorado del Programa de Doctorado "Lingüística, Literatura y Traducción", con matrícula activa, y que ha realizado bajo mi tutorización, la Tesis Doctoral titulada

"PERSUASIVE DISCOURSE IN TOURISM WEB PAGES: HEALTH RESORTS IN UKRAINE'S CARPATHIAN MOUNTAINS"

Revisado el presente trabajo estimo que reúne los requisitos establecidos según la normativa vigente. Por lo tanto, **AUTORIZO** la admisión a trámite y defensa pública de esta Tesis Doctoral para optar al grado de Doctor en la Universidad de Málaga.

Y para que así conste, lo firmo en Málaga a 30 de junio de 2023.

Fdo. Carmen Cortés Zaborras

Málaga a 30 de junio de 2023

Rosa Muñoz Luna, profesora de la Facultad de Filosofía y Letras (Universidad de Málaga),

HACE CONSTAR

Que Ganna Zakharova García, con DNI , es estudiante de doctorado del Programa de Doctorado "Lingüística, Literatura y Traducción", con matrícula activa, y que ha realizado bajo mi dirección, la Tesis Doctoral titulada

"PERSUASIVE DISCOURSE IN TOURISM WEB PAGES: HEALTH RESORTS IN UKRAINE'S CARPATHIAN MOUNTAINS"

Revisado el presente trabajo estimo que reúne los requisitos establecidos según la normativa vigente. Por lo tanto, **AUTORIZO** la admisión a trámite y defensa pública de esta Tesis Doctoral para optar al grado de Doctor en la Universidad de Málaga.

Y para que así conste, lo firmo en Málaga a 30 de junio de 2023.

Fdo. Rosa Muñoz Luna

Campus de Teatinos s/n. 29071 Málaga
Tel.: 952 13 16 83/1684/1685/1687/3432/3435 - Fax: 952 13 18 23

TABLE OF CONTENTS

ABSTRACT 5

RESUMEN 6

INTRODUCTION 16

CHAPTER 1: LITERATURE REVIEW 26

1.1. Health Tourism Emergence and its Branches 26
1.2. Health Tourism and Covid-19 34
1.3. Health Tourism in the Carpathian Mountains 36
1.4. Health Tourism and its Discourse 41
1.5. Previous Research Related to this Study 43
1.5.1. Studies on different tourism issues 45
1.5.2. Collection of tourist studies *Ways of Seeing, Ways of Being: Representing the Voices of Tourism* 59
1.5.3. Research into health tourism 61
1.5.4. Need for the present study 64

CHAPTER 2: THEORETICAL BACKGROUND 66

2.1. Discourse 66
2.1.1. Discourse as social interaction 66
2.1.2. Discourse analysis 70
2.1.3. Tourism websites' discourse 73
2.1.4. Visual communication and semiotics 77
2.1.5. Multimodal discourse and its analysis 79
2.2. Tourism Advertising 83
2.2.1. Concept of tourism advertising 83
2.2.2. Digital tourism promotional materials 86
2.2.3. Tourism advertising as a type of discourse 89
2.3. Art of Persuasion 94
2.3.1. Concept of persuasion 94
2.3.2. Rhetoric for modern world by Robert and Susan Cockcroft (2005) 96
2.3.3. Persuasion in tourism promotion 98
2.3.4. Cialdini's (2001) persuasion techniques in tourism website design 101
2.3.5. Sociolinguistic perspectives on tourism literature by Dann (1996) 103
2.3.6. Gender and destination choice 105
2.3.7. English and tourism promotion 107
2.3.8. Persuasive user-generated feedback system 109
2.3.9. AIDA scheme 110
2.4. Discourse Features of Tourism Promotional Materials 112
2.4.1. Properties of tourism discourse 112
2.4.2. Registers of tourism discourse 116
2.4.3. Linguistic features of tourism discourse 118
2.4.3.1. Slogans 119
2.4.3.2. Lexical techniques 120
2.4.3.3. Metaphorical technique 124
2.4.3.4. Syntactic techniques 124
2.4.4. Verbal marketing strategies of tourism discourse 125
2.4.5. Visual marketing strategies of tourism discourse 128
2.4.6. Virtual reality materials in tourism discourse 132
2.4.7. Audio-visual components in tourism discourse 133

UNIVERSIDAD DE MÁLAGA

CHAPTER 3. RESEARCH METHODOLOGY 136

3.1. Data Bank 136
3.2. Research Design 137
3.3. Research Methods 142
3.3.1. Automated verbal data collection 142
3.3.2. Visual qualitative analysis 144
3.3.3. Video-based qualitative research process 150
3.4. Research Procedures 151

CHAPTER 4: ANALYSIS AND FINDINGS 157

4.1. Website of "Karpaty" Sanatorium 159
4.1.1. Preservation of first impressions and reactions 159
4.1.2. Inventory of salient features and topics 161
4.1.3. In-depth analysis of content and stylistic features 164
4.1.3.1. Verbal/written signifiers 164
Lexical choices 164
Nouns 164
Verbs 173
Personal pronouns and possessive adjectives 178
Adjectives and adverbs 181
Numerals 190
Loan words 193
Terminology 194
Stylistic resources 197
Slogans 199
Syntactic aspects 201
Conditional sentences 201
Interrogative sentences 201
Conciseness 203
4.1.3.2. Typographic signifiers 204
4.1.3.3. Visual representational types and signifiers 206
Logotype 207
Photographs 209
Audio-visual materials 234
Interactive map 247
Webcams 249
Google maps 251
4.1.3.4. Sonic types and signifiers 252
4.1.3.5. Layout and design signifiers 253
4.1.3.6. Cross-modal analysis 255
4.1.4. Embedded point(s) of view or "voice" and implied audience(s) and purposes 258
4.1.5. Analysis of dynamic information organization and spatial priming strategies 261
4.1.6. Contextual analysis, provenance, and inference 265
4.2. Website of "Solva Resort & SPA" Hotel Recreation-Therapeutical Complex 268
4.2.1. Preservation of first impressions and reactions 268
4.2.2. Inventory of salient features and topics 270
4.2.3. In-depth analysis of content and stylistic features 271
4.2.3.1. Verbal/written signifiers 271
Lexical choices 272
Nouns 272
Verbs 277
Personal pronouns and possessive adjectives 281
Adjectives and adverbs 284
Numerals 293
Loan words and expressions 295
Terminology 297
Stylistic resources 300

UNIVERSIDAD DE MÁLAGA

Syntactic aspects 302
Conditional sentences 302
Interrogative sentences 302
4.2.3.2. Typographic signifiers 303
4.2.3.3. Visual representational types and signifiers 305
Logotype 305
Photographs 307
Virtual reality (3D tour) 321
Google maps 323
4.2.3.4. Sonic types and signifiers 324
4.2.3.5. Layout and design signifiers 324
4.2.3.6. Cross-modal analysis 325
4.2.4. Embedded point(s) of view or "voice" and implied audience(s) and purposes 328
4.2.5. Analysis of dynamic information organization and spatial priming strategies 329
4.2.6. Contextual analysis, provenance, and inference 331

CHAPTER 5: DISCUSSIONS 334

5.1. Proofs of Persuasion in the Selected Corpora 334
5.2. Properties of "Karpaty" and "Solva" Websites Discourse 338
5.3. Cialdini's (2001) Persuasion Techniques Found in "Karpaty" and "Solva" Websites 344
5.4. Core Values Identified in "Karpaty" and "Solva" Websites 348
5.5. Influential Elements Revealed with the Analyses 351
5.5.1. Persuasive Verbal Discourse of "Karpaty" and "Solva" Websites 352
5.5.2. Persuasive Visual Discourse of "Karpaty" and "Solva" Websites 356
5.7. Elements of AIDA Model in the Corpora 363
5.8. Implication for Further Research 365

CONCLUSION 370

REFERENCES 378

BIBLIOGRAPHY WITHOUT CITATION 421

LIST OF TABLES 429

LIST OF FIGURES 430

UNIVERSIDAD DE MÁLAGA

ABSTRACT

Considering that the Internet has become the main resource for acquiring information about tourist destinations and it is a powerful domain for building a strong destination image, this thesis aims to analyze tourism websites from a multimodal perspective and distinguish the main persuasive features of tourism discourse, the most influential and pervasive discourse of the 21st century. Specifically, I focus on health resorts' promotional materials, investigating how two luxury health tourism institutions represent and promote themselves through their major e-commerce platforms to attract travellers and encourage them to buy tourist products such as health services. As the main goal of any tourism website is to entice potential customers, the webmasters use specific linguistic and non-linguistic patterns to capture attention, maintain interest, generate desire, and ultimately get the desired action from the users. In the marketing field, choosing the right kind of discourse can lead to success, since the choice of words and linguistic structures together with various supporting elements is fundamental when trying to persuade people. Bearing in mind that the language selection of tourism discourse is not a random one, I address textual, visual, and audio-visual components across the selected samples to identify how health tourism language serves promotional purposes and to determine what types of communication strategies are used to achieve the marketing aim. This study examines promotional techniques utilized to attain an influential effect on potential tourists, it investigates verbal language, images, videos, 3D tours, maps, online webcams, layouts, and other visual signs to better understand their main persuasive features. To define the exact roles of the important semiotic resources of persuasion employed in health tourism websites' discourse, this thesis proposes an original approach to the study by combining several methodologies and models. As such, this research work represents a conceptual framework of persuasive health tourism web design, the findings of which can be of relevance both to marketers and especially to the teachers and students of tourism digital commerce.

UNIVERSIDAD DE MÁLAGA

RESUMEN

Internet se ha convertido en el principal recurso para adquirir información sobre los destinos turísticos y es un espacio poderoso para construir una imagen de ellos, por ello, esta tesis tiene como objetivo analizar los sitios turísticos desde una perspectiva multimodal y estudiar las principales características persuasivas del discurso turístico, quizás, el discurso con mayor influencia en la población a finales del siglo XX y comienzos del siglo XXI. Este trabajo se centra en los materiales promocionales de los balnearios, para investigar cómo dos instituciones de lujo especializadas en el turismo de salud se presentan en las plataformas de comercio electrónico con el fin de atraer a los posibles viajeros que adquirirán tanto productos turísticos como servicios de salud.

Los sanatorios y balnearios son una parte importante de la industria del turismo, ya que, en la actualidad, un gran número de viajeros desean hacer un viaje en el que puedan contar con servicios de salud durante las vacaciones. Sin embargo, solo unos pocos estudios empíricos han examinado el discurso promocional de estas organizaciones empresariales para analizar las técnicas que utilizan para representarse a sí mismas con fines promocionales. Este estudio de investigación intenta paliar esta carencia y aportar datos que contribuyan a describir y analizar con mayor pertinencia los discursos web multimodales en este ámbito. Lo hacemos mediante el análisis del corpus conformado por dos sitios web oficiales, los de los balnearios más conocidos y reputados de los montes Cárpatos, situados en el oeste de Ucrania. Para ello, también revisamos el estado actual en el que se halla la investigación sobre la implementación de técnicas persuasivas en el diseño de los sitios web de turismo de salud.

La recopilación de datos de este estudio se realizó en estos dos sitios web durante el invierno 2019-2020. Las muestras de la investigación conformaban en ese momento los sitios web del sanatorio "Karpaty" y del complejo recreativo-terapéutico "Solva Resort & SPA", a los que se podía acceder desde https://san-karpaty.com/ y http://solvahotel.com/en/. Puesto que nos interesaba el turismo más internacional, no solo el nacional y el proveniente de países limítrofes, especialmente de Rusia, país que constituía en ese momento uno de los mercados más florecientes para este tipo de establecimientos, hemos tomado en consideración únicamente las versiones en inglés de estos sitios web. Los datos así obtenidos, tanto textuales como multimedia, nos han proporcionado información actualizada para la investigación cualitativa y cuantitativa. Para relacionar esta investigación con la situación actual del coronavirus, volví a

UNIVERSIDAD DE MÁLAGA

examinar los dominios web seleccionados en diciembre de 2021 para obtener datos adicionales relativos a este problema. Ello se debe a que el turismo se encuentra entre los sectores más afectados por la pandemia de COVID-19 y los servicios de salud se enfrentaban y todavía se enfrentan a enormes desafíos para combatir el nuevo virus.

Ambos sitios web representan con bastante fidelidad el modelo de turismo de salud implementado en Ucrania, además de describir sus variadas instalaciones y servicios turísticos mediante un lenguaje muy atractivo. Los discursos, visuales y textuales, de estas webs han sido perfectamente diseñados por expertos en turismo y están dirigidos a turistas que buscan información para organizar sus vacaciones de salud y bienestar. Los diseños son dignos de atención debido a la cuidadosa planificación y organización, que hace, además, de estos sitios web conjuntos muy complejos, con diferentes canales de información, cuyos mensajes adoptan diversas técnicas verbales y no verbales con el fin de que sean eficaces para persuadir a los usuarios de que reserven los servicios de salud y bienestar que ofrecen estas organizaciones. Así, pues, el objetivo principal de este estudio es evaluar la eficacia de las herramientas disponibles en estos sitios web para captar la atención de los usuarios, ya sean habituales, ya esporádicos.

Más específicamente, este estudio investiga la forma en que estos dos destinos presentan sus infraestructuras, es decir, los espacios de alojamiento y asueto, el equipamiento médico y de diagnóstico, los servicios de fisioterapia, las técnicas de rehabilitación médica, los masajes terapéuticos, las salas de bombas de agua mineral y cámaras de sal, las piscinas con agua termal mineral, los procedimientos y programas de bienestar y belleza, las diferentes cocinas, las dietas terapéuticas, las oportunidades de entretenimiento para quienes reciben un tratamiento y sus acompañantes, además del personal médico, auxiliar sanitario y demás personal del conjunto hotelero. Este análisis pormenorizado nos permite ahondar en los medios utilizados para que la promoción de estos balnearios resulte efectiva para atraer a los posibles huéspedes.

Me he centrado en las empresas que ofrecen servicios de salud y bienestar en la región de los Cárpatos ucranianos, porque en estas montañas el turismo de salud lleva practicándose durante muchos siglos, lo que les confiere una gran experiencia, además de otorgarles un renombre que, en principio, debe beneficiarlas en su afán por conseguir clientes. Las montañas de los Cárpatos poseen un enorme potencial natural que está siendo aprovechado beneficiosamente por el turismo de salud, si bien, también existen

UNIVERSIDAD DE MÁLAGA

grandes oportunidades para el desarrollo de otros tipos de turismo en la región debido a las características naturales, históricas, culturales, etnográficas y económicas únicas de la zona montañosa, que se conjugan con las atractivas ofertas de los conjuntos hoteleros que estudiamos, como vemos en sus sitios web.

Dado que el objetivo principal de cualquier sitio web turístico es incitar a los clientes potenciales a adquirir los productos que en él se ofertan, los webmasters utilizan patrones lingüísticos y no lingüísticos específicos para captar la atención, mantener el interés, generar deseo y, en última instancia, obtener la acción deseada de los usuarios. En el campo del marketing, la elección del discurso adecuado puede conducir al éxito, ya que la selección de palabras y estructuras lingüísticas, así como de diversos elementos de apoyo, es fundamental cuando se trata de persuadir a los clientes potenciales. Si tomamos en consideración que la selección de los constituyentes del discurso turístico no es aleatoria, los componentes textuales, visuales y audiovisuales de las muestras seleccionadas nos permiten determinar qué tipos de estrategias de comunicación se utilizan en este entorno para lograr el objetivo de venta. El estudio examina las técnicas promocionales utilizadas para conseguir un efecto determinante en los turistas potenciales, investiga el lenguaje verbal, las imágenes, los vídeos, los recorridos virtuales interactivos 3D, los mapas, las cámaras web en línea, el diseño y otros signos visuales para comprender mejor sus principales características persuasivas.

Para definir lo más claramente posible las funciones de los recursos semióticos de persuasión empleados en el discurso de los sitios web de turismo de salud, esta tesis propone un enfoque en el que se combinan varias metodologías y modelos. Ello permite identificar las herramientas más habituales utilizadas para potenciar el atractivo de los destinos durante la fase de búsqueda del turista previa al viaje.

El marco teórico utilizado en este estudio incluye el concepto general de discurso y las formas de su análisis; la noción de publicidad turística y su discurso; el concepto de persuasión en la promoción turística y las teorías sobre las técnicas persuasivas para aumentar el poder de venta de los materiales promocionales. Además, se considera la descripción de las propiedades del lenguaje turístico y los componentes de este tipo de discurso. Finalmente, también se menciona en el marco teórico la interrelación de diferentes modos de configuración discursiva dentro de una promoción turística para llegar a construir un texto retórico, en el sentido más amplio del término texto.

UNIVERSIDAD DE MÁLAGA

La identificación de las estrategias promocionales persuasivas adoptadas por los sitios web se realiza tomando en consideración los siguientes modelos y metodologías: el modelo de Pauwels (2011) para el análisis de sitios web como discurso multimodal; los componentes de las estrategias verbales según Manca (2018) y Dann (1996); las técnicas de persuasión estudiadas por Cialdini (2001); la gramática visual de Kress y van Leeuwen (2006); la retórica visual según el Grupo μ; el esquema de análisis de contenido de vídeo propuesto por Dimitrova et al. (2002); así como el modelo AIDA que sirve para medir los esfuerzos promocionales de los sitios web seleccionados.

El diseño de la investigación se basa en el marco multimodal propuesto por Pauwels (2012), que ayuda a analizar los fenómenos web. Su marco conceptual específico ha sido aplicado por investigadores en varios campos. Pauwels (2012) afirma que el análisis detallado y multifacético de Internet y los sitios web con todas sus partes constituyentes requiere un análisis multimodal. El marco multimodal de Pauwels (2012) adopta una perspectiva sociocultural y específica del medio para analizar los sitios web como discurso. Su modelo consta de diversas fases, correspondientes a una cierta lógica del descubrimiento: desde observar las características inmediatamente manifiestas y realizar mediciones hasta hacer interpretaciones más profundas de los componentes constituyentes y sus relaciones. De este modo, la investigación según este modelo pasa de ocuparse de datos fáciles de cuantificar a un análisis interpretativo centrado en descubrir y desentrañar sentidos inferidos, los presupuestos e incluso sobreentendidos.

El modelo de Pauwels (2012) nos ha permitido hacer una descripción estructurada de muchos aspectos de los sitios web seleccionados y ayudado a revelar técnicas persuasivas específicas presentes en las promociones. La utilización de este marco de análisis multimodal nos ha llevado a organizar la investigación según sus fases y sub-fases. Además, ha sido útil para evaluar diferentes capas en los diseños de los sitios web sin omitir las que están relativamente ocultas en algunas de las páginas web, ya que el modelo ayuda a realizar interpretaciones profundas de los elementos constituyentes y desentrañar sus significados. Es una herramienta útil para descubrir componentes persuasivos en varios niveles de formación de significado en los sitios web seleccionados. El modelo consta de seis fases:

1. Preservación de las primeras impresiones y reacciones. Esta primera fase requiere el registro de la impresión inicial que un sitio web produce en los investigadores, como ocurriría en este caso con los clientes.

UNIVERSIDAD DE MÁLAGA

2. Inventario de características y temas destacados. En esta fase, la investigación consiste en hacer un inventario de las características y los temas del sitio web.

3. Análisis en profundidad del contenido y rasgos estilísticos. La tercera fase investiga la información que reside en los modos separados del sitio web. Es una parte central del análisis. Este análisis intra-modal incluye significantes verbales/escritos, significantes tipográficos, tipos y significantes de representación visual, tipos y significantes sonoros, significantes de disposición y diseño. Además, los investigadores deben observar la interacción entre estos modos diferentes. Se requiere el análisis intermodal, ya que el significado a menudo se genera mediante la interacción de diferentes sistemas.

4. Estudio de los punto(s) de vista incorporado(s), la "voz" emisora y las audiencia(s) tomadas en consideración, así como los propósitos involucrados. En esta fase de la investigación se pretende identificar las perspectivas adoptadas y las audiencias a las que estas van dirigidas, que pueden residir en muchos de los aspectos del sitio web. Esta fase ayuda a revelar los objetivos y propósitos integrados en los mensajes comunicados en el sitio web.

5. Análisis de la organización dinámica de la información y estrategias de preparación espacial. Esta fase se centra en el análisis de la organización del sitio web. Examina los elementos estructurales y de navegación del sitio web y les da significado.

6. Análisis contextual, procedencia e inferencia. Esta fase final genera los datos que permiten observar la importancia y el significado global del sitio web objeto de la investigación.

Con respecto al nivel lingüístico, se realiza una investigación del discurso escrito desde la perspectiva léxica, gramatical, estilística y textual. Partimos de la base de que, como en cualquier otro ámbito, los actos de habla movilizados en la publicidad turística no responden a un accidente, a la casualidad, y que, por lo tanto, la función persuasiva del discurso turístico está estrechamente relacionada con las elecciones lingüísticas. Se estudian las palabras con contenido semántico que aparecen con mayor frecuencia, entre las clases gramaticales de los sustantivos, verbos, pronombres personales y adjetivos. Estos elementos léxicos se analizan a fondo, teniendo en cuenta el contexto próximo y sus funciones, las posibles concordancias y coligaciones. Además, se analizan los adverbios, los numerales, los préstamos, la terminología, los recursos estilísticos, los

UNIVERSIDAD DE MÁLAGA

eslóganes, las oraciones condicionales e interrogativas, con el fin de evaluar su contribución al efecto persuasivo en los sitios web. Así, distinguimos patrones y rasgos lingüísticos específicos que caracterizan este lenguaje promocional y que lo determinan como influyente en la toma de decisiones relativas a la compra de servicios turísticos, de salud y bienestar.

Mediante algunas de las herramientas de análisis lingüístico basadas en las teorías de Dann (1996) y Manca (2018), se analizan los discursos verbales tomando en consideración los siguientes aspectos: estructura, identificación del emisor, uso del monólogo, la expresión de la euforia, las tautologías y comparaciones, los testimonios, la aparición del humor, el languaging y el ego-targeting. Estos fenómenos, que los especialistas en marketing suelen adoptar, se estudian para descubrir cómo los autores de los sitios web describen las cualidades de los servicios promocionados y conducen a las audiencias a adoptar una actitud positiva hacia las ofertas presentadas.

El análisis no lingüístico de los sitios web, que se ocupa de los aspectos visuales y audiovisuales de los sitios, se centra en el significado de los mensajes no verbales desde una perspectiva semiótica. En este nivel no lingüístico, se realiza un análisis del corpus seleccionado estudiando las imágenes, las fotografías, los elementos espaciales, los vídeos que se insertan en los sitios web y el diseño general de estos, para determinar si estos elementos contribuyen a la persuasión. También, estudiamos cómo todos estos elementos se combinan con los textos verbales para construir los mensajes en los sitios web de los balnearios. Al hacerlo, este trabajo de investigación se asienta en una de las teorías más relevantes dentro de la semiótica social visual, presentada por Kress y van Leeuwen (2006), que permite el análisis de los significados mediante el estudio de las elementos visuales, independientemente de los contenidos lingüísticos. Adoptamos las teorías de Kress y van Leeuwen (2006) para analizar las meta-funciones representacionales, interpersonales y compositivas de las imágenes seleccionadas. Esto permite descubrir las características subyacentes de cada imagen y vídeo objeto de investigación y comprender su capacidad persuasiva. Las teorías de los semióticos belgas que componen el Groupe μ, que desarrolló un modelo estructural de la semiótica visual, así como una retórica visual, también han resultado de gran utilidad para explorar los elementos visuales de los corpus.

Para estudiar los vídeos seleccionados, se aplicaron los procedimientos del esquema de análisis e indexación de contenido de vídeo propuesto por Nevenka

UNIVERSIDAD DE MÁLAGA

Dimitrova, Hong-Jiang Zhang, Behzad Shahraray, Ibrahim Sezan, Thomas Huang, Avideh Zakhor (2002), lo que nos ha permitido construir tablas con sus contenidos. En estas tablas presentamos imágenes fijas que se investigan de acuerdo con las teorías que se utilizaron para estudiar las otras imágenes del corpus. Este proceso ayuda a analizar la capacidad de persuasión de los materiales audiovisuales concretos incluidos en los sitios web.

Además, se emplean los conceptos y teorías introducidos en la parte teórica para examinar los elementos persuasivos detectados en el corpus seleccionado. El trabajo de Robert y Susan Cockcroft (2005) ha sido útil en esta tesis, ya que los autores exploran técnicas persuasivas en inglés y desentrañan las complejidades del lenguaje persuasivo, tanto escrito como hablado. La tesis también tiene en cuenta las conocidas técnicas de persuasión de Cialdini (2001), ampliamente utilizadas en muchos campos, especialmente en el dominio publicitario. Adicionalmente, el modelo AIDA ayuda a explicar cómo los mensajes que conforman la comunicación de los sitios web involucran a los usuarios en la elección de los servicios.

Para ilustrar mejor algunas peculiaridades de los corpus, el estudio cuantitativo basado en la frecuencia de algunos datos se presenta en tablas. Este examen está respaldado por el uso de un programa de software de análisis de texto AntConc 3.5.8. para facilitar el trabajo de investigación. Mediante esta herramienta informática se buscan rasgos verbales de índole persuasiva que incrementan el poder de venta de los balnearios en el nivel puramente verbal. El estudio cuantitativo está basado en la frecuencia de los elementos verbales que contribuyen al efecto persuasivo de los sitios web. Estos elementos son sustantivos, verbos, pronombres y adjetivos, sin incluir entre estos últimos formas originalmente pertenecientes a otras categorías sintácticas como, por ejemplo, los participios pasados. Las tablas recogen el total de las ocurrencias de los términos considerados y estos se ordenan en función de su frecuencia en el corpus. Además, las fotos de los sitios web se contabilizan en función de los temas que tratan. Estos procesos sirven para determinar las palabras y las imágenes clave utilizadas y, en consecuencia, los temas clave desarrollados en el conjunto de los sitios web.

Así pues, los corpus son examinados desde diferentes perspectivas para distinguir los patrones más habituales y las características que poseen mayor influencia persuasiva a nuestro modo de ver. El análisis integrado de varias modalidades expresivas en el que se combinan diversos métodos de análisis existentes es

UNIVERSIDAD DE MÁLAGA

particularmente revelador en este caso. Los resultados de los diversos análisis que se han realizado permiten comprender en profundidad y definir científicamente las estrategias persuasivas en el corpus.

La organización de esta tesis incluye cinco capítulos. El primer capítulo es una revisión de la literatura sobre el estudio de las estrategias persuasivas en general y en el ámbito turístico en particular. Comienza con una descripción general de la noción de turismo de salud y del impacto del COVID-19 en este sector. En esta parte también se proporciona información sobre los Cárpatos y el turismo de salud en la región, además de presentar el discurso del turismo de salud como un discurso especializado. Por otro lado, este capítulo presenta una serie de estudios previos sobre turismo, en los que identificamos las carencias que nos conducen a afirmar la necesidad y pertinencia de esta investigación.

El segundo capítulo recoge el marco teórico del estudio. Esta parte presenta todos los conceptos básicos para alcanzar los objetivos de la investigación. En la primera sección, se define la noción de discurso, se presenta cómo se puede analizar y se describe el discurso que resulta ser común a los sitios web de turismo para promocionar un destino. Esta sección termina con la explicación del análisis multimodal como un enfoque importante para los estudios del discurso en un sitio o una página de Internet. Luego, tratamos la promoción turística, el discurso que le es propio y el papel de Internet en la promoción de un destino. Posteriormente, este capítulo cubre los conceptos de persuasión, presenta los trabajos sobre retórica de Robert y Susan Cockcroft (2005), y considera el discurso persuasivo en la promoción turística, retomando algunas teorías sobre la persuasión en la literatura turística. Se abordan las técnicas de persuasión de Cialdini (2001), las perspectivas sociolingüísticas de Dann (1996) sobre la literatura turística, las diferencias de género en el comportamiento turístico, el papel del idioma inglés en la promoción turística, el contenido generado por los clientes y su papel en el marketing de los destinos turísticos. Como modelo para determinar la efectividad del marketing moderno, se presenta el esquema AIDA, que permite explicar cómo la comunicación promocional atrae e involucra a los turistas en la elección de un destino. Finalmente, se mencionan las propiedades y registros del lenguaje turístico, y se identifican las estrategias y elementos lingüísticos y no lingüísticos que contribuyen a la persuasión de los materiales turísticos. Esta sección incluye una discusión en torno a las características verbales, a los componentes visuales

UNIVERSIDAD DE MÁLAGA

y audiovisuales.

El capítulo tres presenta el corpus de estudio y explica la metodología utilizada en el análisis. Para mostrar el diseño de la investigación, en esta sección se presenta el marco multimodal para analizar los fenómenos web según Pauwels (2012). El modelo ayuda a estructurar el capítulo de los resultados, lo que permite comprender la importancia de este tipo de examen de un espacio web. Además, el capítulo describe las teorías analíticas y los métodos que guiarán el análisis, cómo se pueden identificar y analizar las estrategias adoptadas en los sitios web seleccionados para comunicar mensajes determinados que sean capaces de influir en los posibles turistas en los momentos previos al viaje, en la etapa de preparación del desplazamiento y estancia.

El capítulo cuatro comunica el proceso de análisis y los resultados obtenidos. Este capítulo adopta la metodología propuesta para explorar elementos lingüísticos y no lingüísticos con influencia en la promoción del turismo de salud y analiza cómo se utilizan los discursos en la creación de complejos multimedia con carácter persuasivo. El análisis propuesto en esta sección pone en práctica las técnicas de investigación en diferentes niveles con el objetivo de identificar y describir el discurso utilizado por los balnearios seleccionados para promover sus servicios de turismo de salud. Cada uno de los dos sitios web es examinado por separado, tratándolos como dos casos diferentes. La organización dentro de cada caso incluye las fases del marco multimodal para analizar fenómenos web (Pauwels 2012), que cubre una descripción de los datos, un análisis del modo verbal, un análisis de los modos visual y audiovisual y, finalmente, un análisis de las relaciones entre modos. Los resultados se interpretan para describir cómo se activa la persuasión en los sitios web y qué tipos de presentaciones se adoptan preferente y adquieren relevancia en la promoción de los dos balnearios.

El capítulo cinco recoge la discusión de los resultados obtenidos. En esta parte, se vuelven a mencionar las teorías esbozadas en el capítulo dos y se consideran los resultados en relación con la capacidad de persuasión. Adicionalmente, los elementos del modelo AIDA ayudan a describir la efectividad de las etapas por las que pasan los usuarios de los sitios web para convencerse de que quieren reservar o comprar los servicios ofrecidos. Además de esto, se describen brevemente las limitaciones del estudio y se proponen algunas posibilidades para futuras investigaciones en esta área.

Finalmente, la conclusión revela que el impacto de la promoción del turismo de salud depende de la implementación de ciertas características semánticas y pragmáticas

UNIVERSIDAD DE MÁLAGA

y de la concordancia entre estos elementos. Los contenidos lingüísticos y no lingüísticos se refuerzan mutuamente, con lo que reflejan cómo se construye el significado único de un discurso multimodal.

Como resultado, este trabajo contribuye al campo de los estudios sobre turismo al centrarse en el concepto de persuasión y en el modo en que se activa la persuasión en la comunicación promocional en el turismo de salud. El rasgo innovador de la investigación radica en los resultados del análisis, que contribuyen a identificar las estrategias utilizadas para atraer a los posibles clientes. Se consolida de este modo una base sólida para futuras investigaciones en el campo, desde una perspectiva amplia del análisis discursivo, en la que se consideran los signos lingüísticos y visual y sus interacciones, así como algunas cuestiones tecnológicas. Este trabajo de investigación recoge, pues, un marco conceptual en el que se inserta el análisis del diseño con fines persuasivos de los sitios web de organizaciones dedicadas comercialmente al turismo de salud, cuyos hallazgos pueden tener una cierta relevancia tanto para los especialistas en marketing como para los profesores y estudiantes de comercio digital en el ámbito turístico.

UNIVERSIDAD DE MÁLAGA

INTRODUCTION

Before the global pandemic, tourism had become one of the most important sectors in the world economy. Since tourism was one of the biggest industries in the world; hence, it has received a great focus in research. It has been studied intensively since the middle of the 20th century. However, the first studies were rarely conducted from a linguistic viewpoint. Mostly, they were focused on marketing features because attracting customers was considered as one of the most important segments of the tourism industry.

Tourism is influenced by and studied in several disciplines, such as economics, marketing, geography, sociology, medicine, etc. As a multidiscipline, tourism is one of the most engaging research areas, especially its discourse. Tourism discourse forms the relationship between a tourist and a destination by deploying various kinds of linguistic, visual, and audio-visual resources to persuade potential clients and convert them into actual consumers (Jack & Phipps 2005). It is a special and highly specialized discourse that has its own developed practices and characteristics. Despite the pervasiveness of tourism before the Covid-19 disease, not much attention was paid to the importance that language has on tourism. Researchers and scholars have only recently investigated some aspects of tourism language. Yet, there is much to discover about this type of language, and the lines of investigation are still open. The fact is a driving motivation for this study that aims to look at tourism discourse from a multimodal perspective to examine persuasive components of health tourism destinations' websites.

Owing to the development of science and media, more and more tourism advertisements come to our life. Cyberspace has become the primary means with which destinations communicate with their prospective tourists (Kim & Fesenmaier 2008). Since e-marketing is the dominant marketing tool in the tourism industry, almost every destination has developed its own website for the aim of destination marketing. However, they face a tremendous competition as destination marketers increasingly improve their websites for influencing travellers' decision-making process. Fogg (2003) claims that the Internet is a particularly effective communication medium for persuading people. The recent evolution in internet technologies makes the Internet become one of the most persuasive media for destination marketing to influence tourists' travel planning process (Kim & Fesenmaier 2005, 2006, 2007; Hwang *et al.* 2006). Due to the Web's rapid growth rate, it is important and useful to understand persuasiveness in the

UNIVERSIDAD DE MÁLAGA

context of tourism digital content.

According to Kim and Fesenmaier (2008), the search for an ideal touristic destination, the desire to go and experience new places is supported both by persuasive language and by technological choices used in tourism promotion. Contexts have to be selected in order to persuade potential tourists to choose an advertised product or service. Hence, representations are important in designing tourism websites to turn destinations into the objects of tourist consumption. It means that the research on persuasiveness is worth attention, as it plays a main role in promotion of any kind.

The persuasive power of tourism language is very much experienced today. To attract the attention of tourists, destinations choose various methods to express and depict their tourism products. Besides verbal language, other semiotic resources begin to be used more frequently and widely. Web tourism promotion is a multimodal discourse and is concerned with a variety of different semiotic solutions, including language, technology, visual image, sound, music, video, colour, and even the interaction of these dimensions. This research work aims to provide an opportunity for the observation of the function of these elements within health tourism promotion.

This study consists of an analysis of the corpora of health tourism promotional texts taken from the Web. It will investigate how different techniques in these advertising materials influence the decisions of the users of health tourism websites. Presently, a number of studies have focused on tourism promotional media, in particular, the role of promotional media in encouraging the audience to act. These investigations have been conducted on tourism discourse, specifically investigating the role of language usage or visual elements. They do separate out the elements of promotional process, concentrate on one or a few and ignore the others. There are also studies that describe the pictures of advertising without paying any attention to language. Describing promotion as a discourse is both more complex and more difficult than any of these approaches. The interrelation between language, visual, and sound elements was scarcely examined (Salim, Ibrahim & Hassan 2012; Salim, Ibrahim & Hassan 2014). Only few studies were concerned with multimodal examination of cyberspace. These studies investigated the combination and interaction of the components that participate in the promotional discourse of tourism marketing mode such as a website (Salim *et al.* 2012, 2014). Hence, a clear gap in research that covers

UNIVERSIDAD DE MÁLAGA

language usage and other web constituents, particularly in health tourism websites, is the main emphasis of this work.

Multimodality is clearly evident in web promotion, which is now a typical written genre where elements such as language, image, graphics, space, and accompanying sounds are combined "in an integrated whole" (Van Leeuwen 2004: 10). Language, visual elements, videos, and additional components and peculiarities play a significant role in portraying destinations on websites, as they increase the selling power of any commercial message. Since contemporary websites are increasingly multimodal, multimodal study will make a significant contribution to research. Such investigation can evaluate tools that are used on websites to understand their function. The present analysis will provide a chance to focus attention on the systems for persuasive meaning making in health tourism discourse. The finding of the study in turn can lead to designing more effective websites to raise the efficiency of them.

Health tourism is a practice of travelling within national and across international borders to obtain health care; and this kind of travelling is greatly demanded in the modern world. Before the COVID-19 pandemic hit global tourism, travelling for the purpose of health and wellness had become one of the prominent and rapidly growing options. The number of people going to different health resorts for treatment or improving their health was increasing rapidly every year. Presently, as the tourism industry is slowly returning to normal, health travellers have new expectations from health tourism destinations. Today, these tourists not only seek quality of health care but also a destination that has put in place adequate measures to safeguard their health, given the COVID-19 pandemic.

Sanatoriums and health resorts are an important part of the tourism industry, as nowadays, a great number of travellers prefer a trip with health care services while vacationing. Nevertheless, only few empirical studies have examined the promotional discourse of these institutions. This study will address this gap by analysing websites of health resorts to examine techniques they use to represent themselves for promotional purposes. The analysis of this research study will be based on the corpora of the official websites of the most famous Carpathian health resorts in Ukraine. The data collection of this study is two websites promoting health tourism during the 2019-2020 winter. The samples of this investigation were derived from the websites of "Karpaty" sanatorium and "Solva Resort & SPA" resort and recreation-therapeutical complex accessed from

UNIVERSIDAD DE MÁLAGA

https://san-karpaty.com/ and http://solvahotel.com/en/. The English versions of these websites were taken; they have provided updated information for the qualitative and quantitative research.

The texts taken for studying are translations from Ukrainian or Russian; they have not undergone any modification for their investigation. The examples that figure in the thesis are presented without indicating the errors that were observed in them.

To connect my investigation with the current coronavirus situation, I again looked into the selected web domains in December 2021 for getting additional data related to this issue. The reason is that tourism is among the most affected sectors by the COVID-10 pandemic, and healthcare services are now facing tremendous challenges in combating the new virus.

The selection of these websites is purposeful. Both officially represent health tourism and describe their varied tourism locations and services in an attractive language. The texts on these websites have been designed by experts in tourism and are addressed to tourists who look for some information to organize their health and wellness holidays.

I will investigate the way these two destinations present their infrastructure, accommodations, diagnostic and medical equipment, physical therapy services, techniques of medical rehabilitation, medical massages, medical treatment in mineral water pump rooms and salt chambers, pools with mineral thermal water, mineral baths, wellness and beauty procedures and programs, doctors and medical staff, different cuisines, therapeutic diets, the opportunities of entertainment during a treatment, and other information.

I have chosen to carry out my dissertation on this topic with the focus on health resorts in the Carpathian region of Ukraine because the Carpathian Mountains are a typical example where health tourism has been highly developed during the centuries. A great number of services on offer there deal with the theme of health tourism. This study will review the current state of implementation of persuasive techniques in the design of the selected health tourism websites. The aim of this study is to evaluate the effectiveness of the tools available on these websites to capture the attention of their users. It explores what makes the promotion of these health resorts effective, attractive, and beautiful.

UNIVERSIDAD DE MÁLAGA

Tourism discourse in the context of health resorts' promotion is an interesting field to study, and the best way to analyse it is through an analysis which takes into account not only language but also multimodal components of communication. Bearing in mind the emergence of health tourism as a new type of specialized discourse, the purpose of this thesis is to find out its linguistic and non-linguistic characteristics that can help better convey the persuasive effect on health tourism websites. It is interesting to analyse the way different components present health resorts as favourable tourist healthcare destinations. Through the analysis of language, visuals, and videos used in the selected promotional materials, this study will attempt to investigate how the Carpathian tourism industry appeals to the audience using representation of linguistic and non-verbal elements.

Generally, persuasive verbal language is constructed through the usage of appropriate vocabulary, syntactic choices, stylistic and textual devices. Hence, the study will analyse the written discourse, taking into consideration its lexical, syntactic, stylistic, and textual features. These features will be examined in order to find out how the authors of the websites under investigation describe the qualities of the promoted services and help the audience establish a positive attitude towards the resorts and their offers.

Furthermore, the usage of visual and audio-visual tools as discourses has the potential to enhance the portrayal of destinations. This study also entails a qualitative analysis of the connotative meaning imbedded in the visual and audio-visual signs of the websites to increase the involvement of the target audience. I will focus my research on the function of these non-verbal messages from a semiotic analysis perspective to discover the purpose of their usage. In this research, visuals and audio-visuals refer to the web elements that include plain texts with their visual characteristics, headings, captions, pictures, symbols, videos, and all forms of interaction tools such as maps, 3D tours, buttons, links, and icons. I will analyse these visual elements to understand how they are employed to construct relations with potential tourists and to see the power behind them. Communication tools such as live chat room and online booking form are also included.

To guide this area of investigation, the following objectives have been established:

1. To identify verbal, visual, and audio-visual techniques used to create a

UNIVERSIDAD DE MÁLAGA

constant positive and persuasive language in the selected promotional materials.

2. To carry out an analysis of the verbal representation of the selected corpora, exploring their influential lexical, syntactic, stylistic, and textual features of language.

3. To carry out a non-verbal analysis of the selected corpora, investigating the persuasive strategies of their images, photos, videos, 3D tours, maps, webcams, design, symbols, and other visual elements.

4. To see whether the marketing strategies of the websites are evolving in response to COVID-19.

Following these objectives, two hypotheses have been put forward for testing:

H 1: The characteristics and features of health resorts may be expressed by means of certain linguistic elements to reach the goal in the promoting process.

H 2: Non-linguistic representations involved in the promotional materials of health tourism websites raise the efficiency of these sites.

I will undertake an explanatory study to see the examples of strategies employed by the selected websites to encourage their users to choose the promoted resorts as their travel destinations. In order to obtain more insight into persuasive discourse techniques, this thesis draws on various theories, approaches, and methods for discourse analysis, which will be combined in a multi-method analysis of the websites. This allows identifying the most evident tools used to enhance the appeal of the destinations during the tourists' search phase, prior to travelling.

The theoretical framework used in this study includes the general concept of discourse and the ways of its analysis; the notion of tourism advertising and its discourse; the concept of persuasiveness in tourism promotion and theories on the persuasive techniques for increasing the selling power of promotional materials. Furthermore, I will consider the description of tourism language properties and the modes components of this kind of discourse. Finally, the interrelation of different modes within a tourism promotion that constructs a rhetorical discourse will also be mentioned in the theoretical framework.

The identification of persuasive promotional strategies adopted by the websites will be carried out by applying the following methodologies and models: Pauwels' model (2011) for analysing websites as multimodal discourse; verbal strategies

UNIVERSIDAD DE MÁLAGA

according to Manca (2018) and Dann (1996); Cialdini's (2001) persuasion techniques; Kress and van Leeuwen's (2006) visual grammar; the visual rhetoric according Mu Group (Groupe μ); the scheme of video-content analysis proposed by Dimitrova *et al.* (2002). The study also utilizes AIDA model for measuring the promotional efforts of the selected websites.

Therefore, the corpora will be examined from different perspectives to distinguish their influential patterns and features. It is worthwhile to conduct an integrated analysis of various modalities by combining the existing analysis methods because the combination of different methodologies and models is particularly insightful in this case. The outcomes of the several analyses that will be conducted allow to thoroughly understand and to scientifically define persuasive strategies in the corpora of the selected health tourism websites.

In order to better illustrate some peculiarities of the corpora, the quantitative study based on the frequency of some persuasive data will be given in tables. This examination is supported by the use of a computer-aided text analysis software program to facilitate the research work. By means of this computer tool, I will look for verbal persuasive features that increase the selling power of the health resorts at the textual level.

Thus, a closer look at the texts through a corpus-based study will help understand the way health tourism discourse operates in promotion. The research aims to present how different semiotic acts effectively realize the health tourism business purpose, investigating how various elements adopted in health tourism promotional websites construct persuasive discourses. This thesis looks at how health tourism promotion, from a linguistic and non-linguistic perspective, relies on certain elements to advertise a healthy break away from everyday life. As a result, it will offer a general view of this type of discourse to better understand its main persuasive features.

The organization of this thesis includes five chapters. Chapter one is a literature review. This study starts with an overview on the notion of health tourism and the impact of COVID-19 on this sector. It also provides some information about the Carpathian Mountains and health tourism in this region, and introduces health tourism as a type of specialized discourse. This chapter further presents a number of previous studies on travel literature, identifying the gap in these studies and the need for the current research.

UNIVERSIDAD DE MÁLAGA

Chapter two is a theoretical framework of the study. This chapter introduces all concepts that are important to reaching the research objectives. In the first section, I will begin by defining the notion of discourse, discussing how it can be analysed and describing discourse that is common to a tourism website promoting a destination. This section ends with the explanation of multimodal analysis as an important approach to discourse studies on an internet page. Then, I continue by discussing tourism promotion, its discourse, and the role of the Internet in a destination promotion. Afterwards, this chapter covers the concepts of persuasion, introduces the works on rhetoric of Robert and Susan Cockcroft (2005), and considers persuasive discourse in tourism promotion, giving some theories on the persuasiveness in tourism literature. Here, Cialdini's (2001) persuasion techniques, Dann's (1996) sociolinguistic perspectives on tourism literature, gender differences in tourism behaviour, the role of English in tourism promotion, user-generated content in tourism destination marketing are discussed in relation to persuasion in tourism promotion. As a model to determine the effectiveness of modern marketing, AIDA scheme is introduced to help explain how promotional communication engages and involves tourists in a destination choice. Finally, I move toward the properties and registers of tourism language. I identify the linguistic and non-linguistic strategies and elements that contribute to the persuasiveness of tourism materials. This includes a discussion of verbal features, visual, and audio-visual components.

Chapter three presents corpora for examination and explains the methodology used in the analysis. In order to present the design of the research, the multimodal framework for analysing Web phenomena according to Pauwels (2012) is introduced in this section. It will help structure the results chapter, and its mechanisms will give the understanding of the importance of this kind of examination of a web space. The chapter further outlines the analytical theories and methods that will guide the analysis, describing how strategies adopted in the selected websites to communicate meanings and to influence tourists' behaviours at a pre-trip stage can be identified and analysed. Hence, I will illuminate the methodological setup of this research study.

Chapter four is analyses and findings. This chapter adopts the proposed methodology to explore influential linguistic and non-linguistic patterns in health tourism promotion and discusses how language is used in the creation of persuasive texts. The analysis proposed in this chapter aims at identifying and describing discourse

UNIVERSIDAD DE MÁLAGA

used by the selected health resorts to promote their health tourism services. The chapter puts the investigational techniques of different levels into practice to uncover how the two corpora contribute to persuasiveness. Both websites will be examined separately as two different cases. The organization within each case includes the phases of the multimodal framework for analysing Web phenomena (Pauwels 2012) that covers a description of the data, a verbal mode analysis, a visual and audio-visual mode analysis, and finally an inter-mode relations analysis. The outcomes are interpreted to describe how persuasion is linguistically and non-verbally activated on the websites and what kinds of presentations are preferred and relevant in the promotion of the two health resorts.

Chapter five is a discussion of the obtained results. This research work concludes with the discussion of the proposed study. Here, I will return to the theories outlined in the chapter two and consider the findings in relation to persuasiveness. Moreover, the elements of AIDA model will help in describing the effectiveness of the stages that the users of the websites go through in order to be convinced to book the offered services. In addition to this, I will briefly outline the limitations of the study and suggest some possibilities for future research in this area.

Finally, the conclusion will complete the thesis with a summary. The conclusion of this research reveals that the impact of health tourism promotion depends on the implementation of certain semantic and pragmatic features and on agreement between these elements. In other words, linguistic and non-linguistic contents reinforce one another, reflecting the unique significance of a multimodal discourse analysis.

This work contributes to the field of tourism studies by focusing on the concept of persuasion and on how persuasion is activated in promotional health tourism communication. The innovative feature of the research lies in the results of the analysis that contribute to identifying the enticing strategies to achieve persuasion on health tourism websites. This represents an important stepping-stone for future research in the field, from the broad perspective of linguistic analysis, visual aspect, and from a technological point of view. All these aspects contribute to creating a seductive presentation of destinations, influencing tourist attitudes and behaviours.

UNIVERSIDAD DE MÁLAGA

UNIVERSIDAD
DE MÁLAGA

CHAPTER 1: LITERATURE REVIEW

This chapter gives an overview on the notion of health tourism and the current state of this sector amid the recent COVID-19 pandemic. It provides some information about the Carpathian Mountains and health tourism in this region, introduces health tourism as a type of specialized discourse. It also sketches out the key research in tourism promotion and introduces the current scholarly discussions on the relationship between tourism and its discourse.

1.1. Health Tourism Emergence and its Branches

Prior to the coronavirus outbreak, tourism was one of the most dynamic industries in the global economy. Nowadays, the concept of holidays has been changed. Today, holidays are not only expected to give new experiences and knowledge in different fields, but also are expected to demonstrate that a travel organization has implemented practices and procedures to keep travellers safe that will increase their trust and confidence.

Due to the contemporary lifestyle and environment contamination in urban areas, a large number of travellers prefer to spend their time in nature and, simultaneously, improve their health and general state. For this reason, the tourism offer has developed various forms of tourism such as ecoturism, nature tourism, health and wellness tourism, cultural tourism, rural and mountain tourism, etc. Owing to the scenario of coronavirus, health is currently a highly prominent growth area in the worldwide tourism sector.

The history of health tourism is as old as health care itself. Even ancient civilizations recognized therapeutic effects of mineral thermal springs and sacred temple baths that resulted in people traveling to spa locations and mineral waters for treatments. From then on, health tourism has grown in terms of travellers and destinations.

Despite the fact that health tourism is thought of as a recent phenomenon, health traveling is a very old concept that has gained very great popularity these days. For centuries, people have been going on holidays in the name of health, from ancient Greeks and Egyptians who flocked to hot springs and baths, to 18th and 19th century Europeans and Americans who journeyed to spas and remote retreats hoping to cure diseases (Pickert 2008).

UNIVERSIDAD DE MÁLAGA

The idea of health tourism is rooted in the health complexes created by the people of Sumer in 4000 B.C., which lived in the southern part of what is now Iraq. Health traveling was a vital segment of health care system. Many other civilizations also valued the advantages of using mineral rich waters in the health care. The Greeks first ideated an all-inclusive system and laid its base after the Sumerian period (Benzler 2013).

This means that the concept of health related travel is not new; it is viewed as one of the earliest forms of tourism. Health tourism included travelling to sacred temples, mineral water springs, bathing at healing wells or pools by using natural water for recuperative and restorative aims that are rooted in the cultures of destinations such as Syria, Mesopotamia, Egypt, China and Greece (Voigt *et al.* 2010).

Within Europe, from the earliest times, the development of the spa industry is founded on miraculous mineral springs used for cures primarily by the Romans during the conquest of their huge empire in Europe, the Middle East, and North Africa. According to Voigt *et al.* (2010), during the time of Roman Empire balneums and thermas emerged in famous spa towns in Europe like Baden-Baden in Germany and Bath in England. In late 17th century in Great Britain, the curative powers of drinking or bathing in thermal, mineral, and seawater was discovered and explored by the wealthy upper class. The tradition of taking waters was also found in Rotorua in New Zealand, Daylesford, and Hepburn Springs destinations in Australia in the mid-nineteenth century. Also, the concept of spa was extended to the United States and Canada (Voigt *et al.* 2010). The thermal properties of water became a purpose for visiting a country or a region during 19th century, transforming many places into resorts. Over the last two centuries, the spa industry has developed in European countries. Nowadays, this health-related tourism also presents local features and traditions (Dinu, Zbuchea, Cioacă & 2011).

Initially, health tourism implied the use of natural springs, either hot or mineral ones, sea swimming, mountain hiking and in fresh air; but after the Second World War, the emphasis shifted towards nutrition, weight control, and meditation. In Europe, health tourism is based on four main components: physical activities, healthy meals, entertaining programs, and leisure (Popescu, Bădiță & Șoșea 2014).

Hence, the basic feature of health tourism was the use of mineral-rich water that has eventually transformed into SPA. It is the acronym of the Latin expression “Salus

UNIVERSIDAD DE MÁLAGA

per Aquam", which means health by water. Nevertheless, some researchers argue that the term has derived from the town of Spa in Belgium, where the water from the hot mineral springs has been used for medical purposes ever since the 14th century. The interpretation of this word differs from one continent to another, and even within the same geographical region, there is no clear definition of what a SPA is (Bastos 2011). The European Spa Association (ESPA) defines the term depending on the local therapeutic resources used for physical therapies (e.g., massage, physiotherapy, inhalations, balneological treatments), emphasizing the existence of a mineral spring in or in the neighbourhood of a spa centre. However, according to the International SPA Association with its headquarters in the Unites States, SPA is a place devoted to overall well-being through a variety of professional services that contribute to the renewal of mind, body, and spirit and that are not necessarily related to the presence of mineral or thermal waters. In any case, the ultimate aim of a SPA centre is to preserve and recover good health, by combining products and services specific for some regions of the world (Cohen 2008).

In Britain, sanatoriums and spa towns became very popular in the 18th century for providing mineralized water as well as treating several diseases. In this period, health tourism also flourished in Germany, Belgium, Switzerland, Japan, and India. They were often called "health farms" because they were located in rural areas. Generally, they provided a strict fitness schedule and a strict diet (commonly vegetarian without alcohol) so that customers feel more in shape and cleaner after about a week of a treatment. Today, they are more often called health resorts because they focus on a healthy vacation in an attractive setting (Stănciulescu, Diaconescu & Diaconescu 2015).

In the last centuries, health-related tourism passed through different periods of growth and decline. Despite the fact that traveling for health was a costly affair earlier, the scenario has changed now because of the obsequious worldwide economy. Nowadays, patient mobility experiences both qualitative and quantitative development, as a great number of people travel to and from different countries in order to access health services. What really puts the term tourism in the health tourism concept is that travellers often go to different locations for healthcare procedures. Health tourism encompasses two aspects: therapeutics, which seeks to cure certain diseases, and relaxation and leisure. Thus, tourists can take advantage of their visit by sightseeing, taking day trips, or participating in any other traditional tourism activities.

UNIVERSIDAD DE MÁLAGA

Due to the spectacular rise in the living standards in the developed countries of the world, health tourism became significant in many parts of the world at the end of the 20th century. Greater life expectancy, aging populations, and increasing levels of stress raised interest in health and wellness. The sedentary lifestyle caused by motorisation, the ills of civilisation with all their side effects and stress have boosted people's awareness of the health conscious lifestyle. This is well pointed by the growth of the demands for the services that are aimed at restoring a physical, mental, and biological balance. The contemporary lifestyles, concerns, and interests have also generated the redefinition of the tourism demand as well as new trends in the field. In this scenario, the concepts of health, wellness, beauty, relaxation, and tourism have been combined to satisfy the needs of people seeking a better quality of life. This has given rise to health or wellness tourism that is a separate market segment (Peris-Ortiz & Alvarez-Garcia 2015). Nowadays, this sphere of tourist services involves more and more continents and attracts more and more travellers from year to year. However, the Coronavirus pandemic has slowed it down.

Accordingly, health tourism is a wider term for travel that focuses on medical treatments and the use of healthcare services. As indicated in the report of the World Tourism Organization (UNWTO) together with the European Travel Commission (ETC) (UNWTO/ETC 2018), health tourism includes those types of tourism that have as a main objective the contribution to physical, mental, and/or spiritual health through medical and wellness-based activities, which increase the capacity of individuals to satisfy their own needs and function better within their environment and society. Health tourism involves two terms, healthcare and tourism, comprising a combination of the resources of healthcare and tourism. A health tourism destination is a place that highlights its healthcare resources, which give wellness and cure, and tourism attractions, which give peace of mind and relaxation. Health tourism is becoming a preferred type of vacationing as it presents a broad spectrum of medical services and combines leisure, fun, and relaxation together with wellness and healthcare.

Today, this form of tourism is a subject of debates as there is no agreement on its definition. There is a consensus that health tourism is a set of services and products; however, there are different views about the determination of the kinds of services and products. In addition, there is no agreement about the extent to which health tourism links to other types of services and products, for example, sports and medicine. The

UNIVERSIDAD DE MÁLAGA

reason is that it is difficult to fix the boundary between services, as a tourism product may belong to a classic touristic activity and to health care at the same time (Visi Ütőné 2013). Currently, the range of services provided by health tourism is continuously expanding.

Despite the doubts about the topic, it is certain that health tourism is a complex collective term that involves every travel activity in relation to health. These activities can be active or passive according to the level of activity of travellers. Health travel may be encouraged by the aim of improving (i.e., healing, rehabilitation) or preserving (i.e., health protection, prevention) the health of participants. It can be realised within a country (i.e., domestic travel) or on an international scale (Visi Ütőné 2013). Therefore, health tourism covers a wide field of health-oriented activities ranging from preventive and health-conductive treatments to rehabilitational and curative forms of travel.

Being a comprehensive umbrella, health tourism is made up of medical tourism (e.g., surgery and treatments) and wellness tourism (i.e., treatments for the maintenance of the physical and mental shape). Voigt *et al.* (2010) state that health tourism, medical tourism, or wellness tourism have been consistently described by scholars as special interest tourism markets. For instance, Hall (2003) and Letho *et al.* (2006) defined health tourism as a form of special interest tourism. Kaspar (1996, cited in Mueller & Lanz-Kaufmann 2001: 7) opined that:

> Health tourism is the sum of all the relationships and phenomena resulting from a change of location and residence by people in order to promote, stabilize and, as appropriate, restore physical, mental and social wellbeing while using health services and for whom the place where they are staying is neither their principal nor permanent place of residence or work.

Puczko (2012) categorised health tourism into wellness tourism and medical tourism. According to him, wellness tourism consists of holistic healthcare procedures, leisure, and recreation; while medical tourism components include medical wellness, therapeutic and surgical procedures. Medical tourism is becoming a global industry, as more people are travelling to developing countries in order to be cured for diagnosed disease, ailment, or health condition, or just to seek for enhancement (Debata, Patnaik & Mahapatra 2011). According to Adams, Snyder, Crooks, and Johnston (2015), medical tourism is the movement of individuals across international borders with the intention to have access to medical care paid out of their pocket and without any formal referral

UNIVERSIDAD DE MÁLAGA

from their home health-care system. Moscardo (2011) described wellness tourism as a holistic mode of travel that is motivated by a need for connection with nature, community, physical health, enhancing of spiritual awareness, longevity, and beauty. Wellness tourism includes people who travel to a different destination to seek for authentic, unique, or location-based experiences that are away from their homes and activities and that improve and maintain well-being and personal health (Urh 2015).

Health tourism covers not only wellness and medical tourism, it also consists of spa tourism. The latter includes spa therapies practiced since antiquity, as well as extremely modern techniques, used to maintain human body in perfect shape and health. Today, health and technology are in a close relationship. According to Dinu, Zbuchea, and Cioacă (2011), health tourism consumers that seek to look and feel better may slow the effects of aging, improve pain or discomfort, manage stress, etc.

Spa tourism, wellness, and medical tourism have become tourist products of increased appeal that is shown by the augmented demand both for individual and group packages offered by travel agents, combined with all-inclusive accommodation, catering, entertainment, massage, meditation, fitness, sports, and other activities. Nowadays, the most popular reasons for health tourism are: to receive medical treatment in specialized institutions jointly with tourism programs, to have a holiday that involves taking part in sports activities or doing things such as having beauty treatments, to participate in weight loss programs, to maintain physical and psychological health through receiving certain services, to have medical checkups, preventative care, specialized surgery, to facilitate the recovery process, or just to take part in the use of natural supplements such as vitamins and minerals for improving their health.

As we can see, health tourism now has a greater emphasis on diversifying its products. The offers are increasingly more attractive, as they generally include elements of cultural tourism, as well as rural and mountain tourism. Spa tourism is widely recognized as a main component of health and wellness movement, covering a wide spectrum of holistic curative and preventive activities. The characteristics of the European spa industry are based mainly on the use of a large variety of natural resources and their therapeutic properties. Europe has a very rich potential of spa products, presenting more than a thousand spa locations in almost all countries, from the Mediterranean Sea to the Baltic and Iceland, with a variety of types of traditional European therapeutic procedures. Thermal springs from France, Hungary, Italy,

UNIVERSIDAD DE MÁLAGA

Switzerland, Germany, Spain, Czech and Slovak Republic, Sweden, Ukraine are well known around the world.

The word wellness is relatively young; it is derived from the contraction of two words: well-being and wholeness. The term started its conquest at the end of the 1950s in America. According to other sources, an American doctor, Dr. Halbert Dunn, developed this word as a combination of the words wellbeing (i.e., welfare) and fitness in 1961. Afterwards, the term was adapted in connection with some related health publications. The concept of wellness is an older tradition; this is one of the oldest forms of tourism. The Research Institute for Leisure and Tourism at the University of Berne describes wellness tourism as a sum of all the relationships and phenomena resulting from a journey and residence by individuals, the main motivation of which is to preserve or promote their health (Popescu, Bădiță & Șoșea 2014). Thus, the objective of wellness tourism is to create and preserve mental, physical, and biological health.

Wellness is defined as a way of life that aims to create a healthy body, spirit, and mind by positive interventions based on the acquired knowledge that is related with self-responsibility, healthy eating, care for physical condition and beauty, relaxation, mental activity, and sensitivity to the environment. Travellers looking for a wellness trip is generally healthy, interested in therapies to maintain their wealth. Wellness holistic health image is more in connection with healthy lifestyle than with actual healing and medical treatment, as it is usually connected to health conscious lifestyle and behaviour, which includes healthy diets and regular physical exercise. Wellness tourism aims to meet these demands with its complex range of services that try to improve fitness and preserve intellectual freshness. Among the wide range of services, there are traditional medicinal services and mental or sports programs as well. Its philosophy assumes that these tourists seek health conservation themselves, actively contributing to it. It means that they do not only rely on the medicinal products.

Compared to spa tourism, wellness tourism is slightly different, as it is a broader concept. It addresses the complexity of human, penetrating beyond the material barriers, which is fundamental in restoring the human being by inducing a state of well-being (Stará & Peterson 2017). Wellness treatments and services are more complex and flexible, and in many cases, they are of a higher quality as well. Generally, the customers of this kind of tourism are willing and able to act for the sake of preserving their health, and they are people who live in financial and physical safety. Moreover,

UNIVERSIDAD DE MÁLAGA

they are open to using natural preventative (i.e., wellness) services. As a rule, if they are ill, they are the customers of the services of medical tourism.

Thus, wellness tourism provides an extraordinarily wide range of services, due to the holistic interpretation of health. There are active (e.g., gymnastics, water gymnastics) and passive (e.g., beauty treatments) programs among them. Here, fitness tourism must also be mentioned which relies on doing sports actively. Due to the similar motivation, its consumers often avail themselves of wellness services as well.

Nowadays, many institutes promote themselves as wellness hotels or resorts, offering special programs, facilities, and wellness related products that make these establishments unique and attractive. These may be the following: Turkish or Roman bath; natural healing; diet centre: digestive treatments, dietary counselling, reform food, drinking cure, fasting cures; beauty treatment based on thermal water; fitness, sport, adventure tours; eco-tourism, exploiting the facilities of the natural environment; circulatory, digestive, cancer screening; stress management; connecting wellness and conference facilities; family holiday, aqua park, spa, programs for children; oriental healing methods and forms of exercise (e.g., meditation, yoga, sound therapy), etc.

Wellness tourism is not isolated from the other branches of tourism; there are many common elements in the activities and the way of spending time. To a certain extent, wellness forms part of other types of tourism, having a holistic approach to everything that people need (Stănciulescu, Diaconescu & Diaconescu 2015).

Finally, medical tourism is the service used to heal a certain illness. Generally, the customers regard themselves as patients rather than tourists during their stay at a medical centre, hotel, or resort. The focus of these services, which are based on a precise health factor, is on the health care activities, while touristic services are only of complementary nature. For example, medicinal cave, microclimate, spa and thermal water, special mud, and so on are used for medical purposes to treat health disorders. Moreover, medical tourism centres can be established without natural medical factors as well; for instance, an easily accessible rehabilitation centre equipped with modern technological devices in a healthy environment (Judit Visi 2013).

There is another concept considered as medical wellness. This form of service links medical activity and wellness. Commonly, medical supervision and scheduled health preventative services are provided in relation to wellness services. Medical

UNIVERSIDAD DE MÁLAGA

wellness is based on medical examination and control, aiming to preserve health. The concept expands to mental, emotional, social, and physical fields as well; it gives advice, helping with life planning to create a permanently healthy, contented, and well-off way of living.

As a result of the pandemic, the health tourism industry experiences an immense transformation, since medical, wellness, and spa services are all about personal attendance and the human touch. Nowadays, safety and sanitation in this business are essential for health, and healthcare travel destinations need to ensure additional hygiene and cleanliness standards. Therefore, different guidelines are adopted to address COVID-19 and minimize the spread of it during medical, spa treatment, and wellness services. These procedures are created to assist management with the implementation of preventative measures in order to protect the health and safety of guests and employees. Thus, new ways of working, new consumption patterns, new ways of interacting with guests, and new cleanliness standards are the norms by which the attractiveness of a health tourism product is now measured.

As shown above, health tourism has a long history; and today, practically in any European country, it is an important segment of tourism market. It is an international tendency of health conscious consumers, seeking to increase their welfare through this kind of trips. Health tourism is global, complex, and rapidly changing that needs to be better studied by destinations willing to leverage opportunities and better address challenges.

1.2. Health Tourism and Covid-19

The last decade saw a boom in health tourism; it was a significant and major growth area in many emerging economies. However, in 2020, global health tourism took a hit due to the coronavirus pandemic. The COVID-19 challenge brought the world to a standstill, and tourism was the worst affected of all major economic sectors. Health travel was put on hold for much of the year 2020 as the coronavirus outbreak swept through the globe, making countries shut down their borders and restrict travel. In the heat of the pandemic, many healthcare travel destinations cut back on treatments they offered, suspending many procedures and channelling healthcare resources to combat the virus. National lockdowns and international travel bans destroyed the global tourism

UNIVERSIDAD DE MÁLAGA

industry, and health tourism was one of the sectors most gravely affected by this. Many health tourism providers reported a huge drop in revenue in the second quarter of 2020.

Despite the fact that the pandemic represented a serious setback for the segment, there are signs that it may recover in several markets. Many institutions around the world are now implementing measures intended to reboot the industry in their respective countries; however, it will take some time to get back to the levels seen before the pandemic. Applying a combination of solutions can help to restore the confidence of health travellers, which is the first step on the road to recovery.

The pandemic has increased the focus on safety; therefore, in addition to healthcare quality, it is important for healthcare destinations to ensure they have implemented measures helping in the fight against the infection during a trip and all touch points before, during, and after a treatment.

The Carpathian Mountains have been a popular region for health tourism for a very long time. Nevertheless, now this region is also affected by the impact of COVID-19, including the destinations with a high number of health-seeking tourists. Although the health tourism industry in the region received a hard blow due to the pandemic restrictions, it is now struggling to recover. The region is currently at the forefront to combat the infection and to secure its reputation for safety and is welcoming ever-larger numbers of health tourists. Many tourism healthcare organizations of the Carpathian Mountains are trying to handle the pandemic and present themselves as the most Covid-19-safe places in the region. They implement protocols and procedures that are designed to keep travellers safe, which is a key to restoring confidence and boosting visitor numbers going forward.

The coronavirus pandemic has demonstrated the importance of implementing standards and practices to minimize COVID-19 infection risks for tourists during their travel and treatment. Nowadays, the heightened health awareness has pushed health-seeking travellers to increase their expectations and demands for healthcare delivery that is not only of high quality but also safe. Therefore, despite the fact that the COVID-19-induced travel restrictions ease across the world, the tourist healthcare providers have to communicate about the implemented protocols that mitigate the risks of COVID-19 along the entire health tourism journey to travellers to build their trust. These measures help prospective customers identify health tourism programs that prioritize the quality and safety of care in light of the pandemic.

UNIVERSIDAD DE MÁLAGA

The ongoing COVID-19 crisis is completely novel in its impact on the tourism industry. As a result, the current pandemic has a significant influence on marketing strategies in this sector. As tourism marketers are the voices of tourist destinations in many ways, they shape how travellers perceive an advertised place at this time through adapting their communication strategies to the present crisis. In doing so, they try to be relevant in their marketing messages to make tourists feel comfortable and confident about visiting a destination. Since COVID-19 has been tough on everyone, customers are now worried about their health and safety. Therefore, this is a time for tourism marketers to demonstrate empathy and to be thoughtful and sensitive in their communication.

During the COVID-19 pandemic, travellers' needs and priorities are changed rapidly. Hence, destinations have to respond in meaningful ways, focusing on reassuring their customers about the safety measures. To best engage with the customers at this time, they should find their own way to approach the pandemic and rework their strategies to ensure they can continue to operate effectively. As the virus spreads around the world, tourism websites need messages telling their users what services they can expect from the new normal.

1.3. Health Tourism in the Carpathian Mountains

The Carpathian Mountains have enormous natural potentials that are beneficially exploited by health tourism. There are also great opportunities for developing the other types of tourism in the region due to the unique natural, historical, cultural, ethnographic, and economic features of the mountainous area.

The Carpathian Mountains or the Carpathians are a mountain system located in Eastern Europe. This oldest mountain range is the eastern wing of the great Central Mountain System of Central Europe, stretching for 1,500 km along and divided by the borders of Romania, the Czech Republic, Slovakia, Poland, Ukraine, Austria, Serbia, and northern Hungary into eight parts. The Carpathians extend from the surroundings of Bratislava to the Iron Gate, forming a convex curve, which encloses middle Danube plain. It is the second-longest mountain range in Europe after the Scandinavian Mountains (1,700 km).

UNIVERSIDAD DE MÁLAGA

The Ukraine's Carpathian Mountains are considered to be the green pearl where popular resorts and tourist healthcare centres are located. A beautiful mix of natural areas and humans living in harmony with nature is what makes the mountains so attractive to tourists. An original nature of territory, beauty of its meadows and ancient woods, rough rivers and mountain lakes, soft climate, curative mineral sources, a number of different health institutions, the historical and architectural monuments attract everyone to themselves. Thousands of tourists and people who like healthy travels and adventures go there (Magic Carpet Voyage).

The territory is covered with vast areas of woods. Natural parks, displaying a unique variety of landscapes, vegetation, and wildlife, protect some of the largest remaining areas of unfragmented coniferous and beechen forests in Europe. Grasslands, gorges, subterranean salt caves, volcanic lakes, and extensive river network are added to the richness of the park systems. The environment is clean, so drinking water is widely available from the mountain brooks and streams. The rivers of the Carpathians are mostly pure; their waters have favorable sanitary, biological, and oxygen regimes, as well as hydrochemical and microbiological parameters and a low saprobity level. The healing pure mountain air, crystal-clear torrents and chilly glacial lakes, alpine mountainous meadows, silence and peace around, magic piece of the land inside the Carpathian Mountains benefit the health and leave unforgettable impressions in the visitors. In the region, travellers can have a calm rest and, at the same time, it is an appropriate place for improving their health.

The natural environment of the Carpathian Mountains is one of the richest in Europe in terms of species richness, ecological value, and curative natural resources. In general, these mountains are well preserved and constitute an important part of Europe's nature resources. The Carpathian area, although divided by political and ethnic frontiers, provides an excellent example of the possibility of protection and conservation of natural, traditional, and cultural heritage. That is why the Carpathians are amongst the most valuable biotopes and healing places in Europe. Any part of this territory has curative resources that are very different: mineral water springs for therapeutic use; healing gases; mud therapy in spas; bioclimate/microclimate (including caves and salt mines) treatments, etc. The vivid scenery combined with power of curative nature resources of the Carpathian Mountains has inspired civilizations for centuries (Oszlányi, Grodzińska, Badea & Shparyk 2004).

UNIVERSIDAD DE MÁLAGA

Advantageous geographical location, favorable climate, rich history, beautiful scenery, fresh mountain air, and other recreational values of the Carpathians became prerequisites for the creation of complexes suitable for health, pleasure, and recreation. This prioritized the development of health tourism, ecotourism, and ethno-tourism with the active cooperation of the recreational nature reserve agencies in the region. Taking into consideration the natural factors, the infrastructural components were built to bring their contribution to health tourism (Kondur, Kopchak & Kopchak 2014).

The Carpathian Mountains have extraordinary and unique thermal water reserves. The region is rich in medicinal waters, and the life-giving force of these waters has been known since ancient times. The traditions of the bath culture go back to 2000 years ago. Moreover, in the past this water had been regularly delivered to the richest magnates from other countries, as its quality and healing power were incredibly strong.

The Carpathians' medicinal waters are the type of mineral waters that have healing effects due to their physical and chemical properties, and they have been given the permission to be called medicinal or thermal waters. The Carpathians' mineral waters are classified after their physical and chemical properties in: oligomineral waters, carbonated waters, alkaline waters, ferruginous waters, chlorosodic waters, iodide waters, sulphurous waters, sulphated waters, radioactive waters, arsenic waters. Hot and mineral rich thermal waters provide a remarkable foundation for medical and wellness tourism in the region (Dinu, Zbuchea & Cioacă 2011).

The Carpathians are the best place to stay for people who pay much attention to their health. The resorts are famous for their natural sources of thermal and mineral waters healing from many diseases. With mineral and thermal springs, the Carpathians have a huge potential for health treatment based on natural cure factors. The spas and health resorts offer natural mineral and thermal springs from higher altitudes of the Carpathian Mountains, thermal lakes, and naturally therapeutic mud. Most of the resorts present the advantage of various curative possibilities together with the accommodation capacity. The curative bases of some resorts are connected to the catchment volume of waters, which is essential in external cure procedures.

The hydro-mineral sources of the Carpathians determined the appearance of two types of resorts: the balneoclimateric resorts (i.e., spas) and the mountain climatic resorts (e.g., for winter sports). First are of national interest being generated by the mineral waters with a various hydrochemistry, predominantly belonging to

UNIVERSIDAD DE MÁLAGA

carbogaseous, bicarbonated, ferruginous waters of the post volcanic area. The touristic areas containing the component specific to this type of resorts are concentrated at the periphery of some settlements that have become health resorts-towns or integrated as centres within the residential areas of resort towns.

Unique in their composition and curative and restorative properties, thermal and mineral waters**,** which have no analogues in the world, have unique miraculous cure effect (Dimitriu, Bulai & Minea 2014). Today, Carpathian's natural spas provide relief for many medical disorders and illnesses including rheumatism, endocrine, kidney, liver, respiratory, heart, stomach, and nervous diseases as well as nutrition, metabolism, and gynaecological disorders. According to experts, medicinal waters are really useful if they are applied as a cure with medical monitoring and if several various methods are applied during one treatment. Certain spa treatment procedures, especially the ones that focus on locomotor diseases, can even replace medication. The salt lakes of the region can be compared with the well-known Israel Dead Sea due to their medicinal properties, but they are much smaller in size. That is why tourists go there not only for recreation, but also for the treatment of diseases and general health of organism.

Particular attention should be paid to the clean air; after big cities, the difference is very significant. The air is fresh, clear, and healing; it is filled with the smell of fir, pine needles, and the mineral springs. The air has a high content of ozone that contributes to healthy rest and medical therapies.

Visiting the Carpathians, the tourists do not find themselves in an extreme blizzards or dying from severe hypothermia. The Carpathians are located in a moderate continental temperate zone. The mountains benefit from having a relatively mild temperature in wintertime, it is usually below freezing but not frigid. Lowest winter temperatures are around -10 C to -15 C. The winters usually provide a fair covering of snow. The snow build-up in the mountains reaches its peak, making skiing conditions less dependent on the weather. In summertime, the weather is agreeably warm but not excessively hot because possible heat waves are less noticeable at the altitudes in the mountains. The summers have humid weather and plenty of thunderstorms. The mountains offer a cooler alternative to the city stay at this period of time. Fresher temperatures and flower-adorned meadows make the spring one of the best times to visit the Carpathians. In the autumn, the leaves change their colour. With the russet reds and

UNIVERSIDAD DE MÁLAGA

mellow yellows, the autumns turn this place into a fantastic spot for a rest. That is why the Carpathian Mountains are a great year-round tourist destination.

Ski tourism, hiking and bicycle tourism, water tourism, health tourism, green rural tourism, educational and sightseeing tourism are also very popular among the tourists and visitors of the Carpathian region. Diverse natural landscapes offer numerous choices for exciting outdoor experiences for tourists seeking active and health-oriented trips. There are excellent opportunities for such sports: mountain and water skiing, paragliding, snowboarding, cannoning, air sports, helicopter tours, speleology, paintball, cycling, jeeping, rafting, hiking, fishing, hunting, etc. The travellers can walk through serene alpine meadows covered with scores of wildflowers, trek around glacial lakes, take in the lush-green scenery while horse riding or mountain biking, climb curious rock formations, study endangered flora, wander in the countryside, picnic in the fields. Therefore, the road to health is enjoyable in the region.

The Carpathian Mountains is a real curative place. Therefore, there are many various health resorts, sanatoriums, spa hotels, treatment complexes, and others health institutions for treatment of different diseases or just for improvement of health, where tourists will never get bored thanks to carefully developed entertainment structure. Sanatorium-and-spa institutions specialize mainly in overall improvement of health and treatment of certain body organs. Most health resorts have a diagnostic base for patient examination and balneological departments.

The tourism industry in the Carpathians is an important agent for economic development that brings in huge revenues for the country. Therefore, it is very crucial for this industry to carefully promote the destinations; it should look into highly effective advertisements as tools for promoting this region. That is to say, travellers can be attracted to visit this wonderful place only through advertisements that have to focus heavily on promoting the Carpathians' health resorts, culture, and their unique identity.

Knowing how health resorts entice their customers is important in realising the function of language in tourism promotion. With the help of an advertisement, which involves the use of language to relay the services of resorts, tourists can find what they need. In this case, promotional media plays a significant role in enhancing the value of the destination. Tourism in the Carpathian Mountains has many different channels of tourism promotion, such as websites, brochures, leaflets distributed by tourist agencies, and promotional videos. The utilisation of web space as well as other media has become

UNIVERSIDAD DE MÁLAGA

increasingly vital to promote and market the destination. Web advertising is fully complete and provides a wide description of the services. Hence, web promotion is important for any health resort, where verbal and non-verbal information contribute to the communication of the services on offer. A website is considered as the most effective promotional mediation as this tool uses various discourses to enhance the product or service of a tourist destination (Loda 2011).

1.4. Health Tourism and its Discourse

Health tourism contents present specific products; these contents are adapted linguistically and culturally, in a short period of time, to address to the target market. From a linguistic point of view, health tourism is a two-fold concept joining medicine and tourism, which are different areas of knowledge. Health tourism discourse communicates messages about medical procedures for patients and accommodations for them and their relatives before, during, or after a treatment or other healthcare services. All specialists involved in the health tourism network utilize the terms that best serve them to depict a reality. Some of them highlight the leisure part, and the others focus on the medical one.

On the Internet, the health tourism discourse is made of different agents and linguistic fields. This network links components from very different areas. Despite the fact that health tourism is considered as a sub-set of the touristic or of the medical industry, it also implies other geographical, cultural, social, legal, and commercial issues. These multi-branched linguistic areas are the most distinctive features of the health tourism website language. Included into health tourism, they are quite particular and representative of the professional products and services, using a website to get to their potential customers (Davoust, Corpas Pastor & Seghiri 2018).

Health tourism websites involve the communicative sections responding to different purposes because travellers need to be fully informed before they arrive at a destination or go to a foreign country to get a healthcare service. That is why this type of discourse conveys messages including different specialized fields. Health tourism texts represent clear and concise terminology together with other touristic features. Nowadays, the creation of the health tourism corpus on a website is meant to use new technologies, too. The health tourism websites convey the best images of both worlds

UNIVERSIDAD DE MÁLAGA

(i.e., touristic and medical) with photos and videos of medical and cosmetology equipment, technological surgical devices, accommodations, infrastructure, main monuments to visit, etc. The descriptions and recommendations of these websites are persuasive and explanatory to arouse the interest of potential clients (Davoust, Corpas Pastor & Seghiri 2018). Most of these websites also include a legal section (e.g., data protection, insurance policies, etc), a technical section (e.g., cookies, etc.), a news section (e.g., blogs, newsletters, etc.), etc.

Therefore, health tourism language is mixed from both a linguistic and thematic point of view. In 2017, Álvarez García established a "mixed thematical texts-based taxonomy" and classification of texts that can be applied to health tourism contents (Davoust, Corpas Pastor & Seghiri 2018: 36). As shown in Table 1, Davoust, Corpas Pastor, and Seghiri (2018: 36-37) adapt the taxonomy created by Álvarez García (2017, cited in Davoust, Corpas Pastor & Seghiri 2018) and present different examples of thematic or linguistic fields included in every health tourism website:

Linguistic field	**Contents (some examples)**
Medical	Descriptions of pathologies, treatments, technological means used, techniques, specialists' CVs
Touristic	Descriptions of accommodations, transfer from airport to facilities/ hospital, geographical links to maps, cultural insight on the receiving country, multilingual and multicultural services available on-site
Commercial/ marketing	Price-lists, posters, leaflets, blogs on specific services, social media links, promotional events, etc.
Administrative or corporate information	Fill-in or contact forms, organigram, mission and values of a company
Legal	Privacy policy or services conditions, data protection conditions, use of the logo or brand, cookies
Technical	Buttons, icons, banners, links, videos, photos, graphics.

Table 1: Linguistic fields of health tourism texts with content examples (Davoust, Corpas Pastor & Seghiri 2018: 36-37)

UNIVERSIDAD DE MÁLAGA

Health tourism has a language of its own. It does not only use the technical words of medicine, although there are plenty of them. This discourse also consists of ordinary words that convey certain shades of meaning. Shared language between health tourism providers and travellers or patients helps in transmitting and gathering information, explaining treatment procedures, and ensuring understanding and joint decision-making (Yolanda 2012).

1.5. Previous Research Related to this Study

Tourism started to occupy a leading place in research after the late 70-s when in journals the works of anthropologists on tourism appeared. Anthropological research highlighted the role of tourism as a part of cultural change, throwing new light onto the issues of cultural adjustment, boundary maintenance, and identity. The investigations of the relationships between a host and guests and stratification into types of tourists quickly gathered pace, turning productive for the hospitality and leisure industry (Dann 2001, cited in Permyakova, Morozova & Smolianina 2017).

Primarily, tourism studies were influenced by positivist and post-positivist paradigms, with a focus on economic aspects and based on quantitative research methods. Gradually, environmental and social sciences approached tourism, redefining their object of analysis as complex, multifold, and plural. In the 1980s, the emergence of different paradigms, such as pragmatism, critical theory, constructivism, and postmodernism, implied the inclusion of qualitative and mixed methodologies (Francesconi 2014).

Nowadays, we can witness "tourism reflexivity", which can be perceived through the observation of "the institutionalisation of tourism studies" (Urry 2002: 142), with the creation of departments, the organisation of conferences, and the publication of a number of monographs, textbooks, and journals. Among the most important journals on the topic are Annals of Tourism Research: A Social Sciences Journal, published by Elsevier and edited by Sara Dolnicar and Scott McCabe; the Journal of Tourism and Cultural Change, published by Routledge and edited by Mike Robinson, Josef Ploner, and Alison Phipps; the Journal of Travel Research, published by Sage and edited by Richard R. Perdue; Tourist Studies: An International Journal, published by Sage and edited by Carolline Scarles, Michelle Duffy, Mike Crang, Tim Edensor, and Adrian

UNIVERSIDAD DE MÁLAGA

Franklin; etc. All these publications are multidisciplinary in nature. The tourism departments and centres hosted by numerous universities worldwide are also multidisciplinary. Among research centres on tourism studies are the International Centre for Tourism and Hospitality Research at Bournemouth University (UK), the International Tourism Research Institute at the University of South Carolina (USA) and the Centre for Tourism and Services Research at Victoria University (Australia).

Studies on tourism issues have gained much attention universally. A significant part of this research was performed on tourism promotional media. Media play a significant role in business activities including the tourism industry, as they are instruments for sharing and storing the knowledge. In these studies, genres like brochures, leaflets, videos, online diaries, websites, guides, postcards, souvenirs, etc. have been examined, as they communicate and frame a tourist site as sight.

Recently, a number of studies have been carried out to investigate the important role of advertisement in different fields. Nowadays, advertising is one of the most appealing disciplines, due to the fact that it has become a tool of communication that has the potential to manipulate people's attitude towards products, brand names, establishments, public issues, etc. As social interaction, advertisement, therefore, is the most ambitious area for investigation, in particular, the language use, visual image, and persuasive aspects. Persuasiveness is an essential element in advertisement and it is developed from different techniques used.

For the last two decades, tourism has been steadily increasing in popularity. Accordingly, tourism advertising is a topic of interest to the researchers on tourism, especially tourism language as a multidiscipline. This discourse is considered one of the huge and exited research areas. How tourism advertising persuades the human mind is an interesting enquiry. This topic for investigation has been undertaken by different disciplines, such as anthropology, psychology, sociology, etc. Nevertheless, no approach is complete without a linguistic analysis, as the principal target of any promotion is communication. Given the huge influence advertising language has on people, the identification and analysis of this type of discourse is now a preoccupation across the social sciences and humanities.

Researches have analyzed the advertising persuasion in tourism from different points of view. A tourism advertisement is an example of the creative use of persuasive strategies that are demonstrated through language, as persuasion is needed to influence

UNIVERSIDAD DE MÁLAGA

potential tourists. Persuasive promotional communication in tourism can create a reflective and lasting change; it includes the use of verbal and non-verbal messages to influence attitudes and behaviour. Though the framework of persuasion, these messages are carefully selected to affect the minds of audiences (Salim, Binti Ibrahim & Hassan 2012).

1.5.1. Studies on different tourism issues

In the tourism context, some scholars carried out investigations into persuasion; these studies are concerned with how persuasion is reflected in the verbal and non-verbal messages. Gretzels and Fesenmaier (2006) found that persuasiveness of preference elicitation serves important cues for personalization, which, in turn, persuades and influences potential travellers towards a destination. They further propose the model of influence in which preference elicitation process is supported by three aspects: relevance, transparency, and effort. Those aspects play a significant role in establishing persuasiveness.

Other studies have analyzed persuasion in the context of tourism by utilizing metadata of websites. The example is the study by Xiang and Fesenmaier (2006) who assessed the use of metadata tags, which are the type of keywords that destination institutions use for promotion. In practice, diverse keywords are utilized by tourism destinations to represent themselves and create positive images in order to persuade (Dann 1996). Loda (2011) examined the persuasive effects of websites on the effectiveness of marketing a tourist destination. His findings demonstrate the importance of language use and visual images in transforming message credibility to message strength.

According to Thurlow and Adam (2010), Lee and Ulrike (2012), Kim and Daniel (2008), persuasion is a domain force behind tourism promotion in efforts to influence prospective travellers to visit a destination. Promotion provides would-be tourists with information on how a destination is gazed at, which is an important aspect in the destination selection process. Furthermore, Molina, Gómez Rico, and Martin-Consuegra Navarro (2010) considered the power of a tourism image on decision-making processes in consumer behaviour documents.

In their textual corpus study, Stamous and Paraskevopoulous (2004) emphasize

UNIVERSIDAD DE MÁLAGA

that the notions of pleasure, impressiveness, and recreation shape tourism and environmentalist discourse. In analysing the tourism and environmentalist images, they found that "there is a dominance of tourism over environmentalism" (Stamous & Paraskevopoulous 2004: 110). The researchers explain that even though the visitors believe that Dadia forest needs conservation, the real aim for conservation lies in the promising pleasure that will definitely be very impressive and, in turn, be a tourism commodity or a place for recreation. The study clearly demonstrates the ways in which tourism is represented using environmentalist discourse.

The study on Fiji tourism discourse by White (2007) reveals the strategy adopted by Fiji tourism promoters in marketing Fiji as the destination for experiencing "genuine friendliness of indigenous Fijians as the native" (White 2007: 25). By foregrounding the Fijians as indigenous people, the destinations indirectly promote "the primitiveness within which authenticity becomes the principal commodity" (Mowforth, Martin & Munt 2003: 74). Therefore, the primitiveness and genuine friendliness build the unique features and the strength of Fiji, which are believed to be able to allure Western tourists, who very much fancy otherness.

As stated by Fernandez-Cavia *et al.* (2013), language and cultural adaptation are essential in tourism, and persuasion in the discourse intended for tourists is a crucial attribute to the elaboration of a text. Analysing tourism advertising persuasion, Hyland and Tse (2004) suggested a pattern of analysing metadiscourse: a linguistic manner of studying the relation that the writers of a text create with the readers or potential tourists. Metadiscourse helps understand the interpersonal elements the writers use to present propositions, uncovering rhetoric social and cultural features of a given text used as tools towards interpersonal statements (Hyland & Tse 2004). These interactional elements produce a desired outcome and effect on the readers.

Indeed, these metadiscursive markers are indispensable when it comes to creating texts with the objective of making them persuasive for the readers. In addition, different languages might present different usage and distribution of interpersonal language components. To persuade, authors have to resort to rhetorical language and specific concepts that need to be studied for every specific language and dialect. Supporting this idea, Calvi (2010, cited in Bielenia-Grajewska & Cortes de los Rios 2018) states that experts in tourism produce texts with the purpose of informing and attracting tourists, thus, looking for a social impact on them. According to Calvi (2005,

UNIVERSIDAD DE MÁLAGA

cited in Bielenia-Grajewska & Cortes de los Rios 2018), every professional in tourism who writes a tourist text must have writing and oral skills. Since words and expressions need to be carefully selected, marketing experts should have a good command of language.

Mainly, tourism texts are intended for the general public. Ponce (2006, cited in Malenkina & Ivanov 2018) describes them as writings that inform and promote the features of a particular place. According to the type of users (i.e., readers), tourism discourse is divided into texts intended for experts within the industry and texts for tourists. The latter are displayed in pamphlets, brochures, catalogues, and mainly on websites. Depending on the target audience, tourist texts combine different levels of informative and persuasive content. Sanmartín Sáez (2012, cited in Malenkina & Ivanov 2018) argues that websites have the less specialised discourse in the tourism industry, as they are intended for the general public. Following the study of Calvi (2010, cited in Malenkina & Ivanov 2018), the texts on websites are micro-genres that can be published by public organisations, private institutions, or tourist communities. She states that the promotional level of a text varies depending on the type of institution that creates it. Furthermore, tourism websites may contain descriptions, tourist guides, blogs, forums, areas reserved to businessmen, etc.

According to Kolcun and Grabara (2014: 3), "the first contact between a tourist and a touristic location is not the location itself but a representation of it". It suggests that the images need to be carefully planned by destinations and semiotics should give importance not only to a tourism destination but tourists as well, reaching a meaningful communication. Tourism communication through the net has opened doors towards new ways of communication with tourists. Taking this into account, translations of languages have become indispensable, broadening horizons in the tourism sector. In tourism, the lack of good communication may hijack tourist expectations. Following the study of Millet (2010, cited in Malenkina & Ivanov 2018), it has to be clear that a tourism product or service is available to potential tourist and communication should persuade them to buy it. This objective is reached through tourism discourse.

From a managerial point of view, tourism is related to international business (Neuliep 2017, cited in Malenkina, & Ivanov 2018). In accordance to Hallett and Kaplan-Weinger (2010), nations market and promote their destinations using language

UNIVERSIDAD DE MÁLAGA

or tourism discourse. Thorough the narratives and images in tourism promotion, a place may become a destination (Saarinen 2004).

Research into the tourism promotional media analyzed, in particular, the role of promotional media in influencing the audience. The study of Choi, Xinvan and Alastair (2007) conducted on informative tourism promotional media suggested that they provide significant knowledge of a selected destination. The work demonstrated that promotional media, such as websites, brochures, magazines, and other promotional related media, are widely accepted as an integral and influential part of traveller's decision making.

Grimm and Needham (2012) revealed that searching for volunteer tourism opportunities, volunteers mainly used the Internet. According to the researchers, volunteer decisions to select an organization or project are influenced by both a website appearance (i.e., organization and professionalism) and specific content (i.e., photographs, volunteer comments, project descriptions, buzzwords, etc.).

Hudson and Brent Ritchie (2006) studied the role of films as promotional media in introducing tourist destinations. The results of their work highlight that there is a high correlation between a film and tourism success as well as the proactive efforts of promoting destinations that encourage producers and studios to film at their location. Pan, Henry, and Jinson (2011) looked at TV commercial framing of tourist destinations. Tourism television advertising is viewed as a channel to build a destination image. The effects of tourism television advertising were related to the recognition of visual elements and a destination image (Pan *et al.* 2011). Meaney and Robb (2006) investigated the influence of the media of films on the audience and tourism market through the promotion of tourism attractions with technology management. Indeed, Dore and Crouch (2003) argue that one of the effective promotional media in tourism context is a publicity program.

Hvass and Munar (2012) discussed social media and revealed that it is one of the promotional tools that allows destinations to interact directly with potential tourists via various internet platforms, for instance, tourism websites. Some studies paid attention to tourism media due to the importance of tourism image. For example, Mercille (2005) looked at the effects of media expression (including movies, tour guides, and magazines) on tour destination image, taking the media effect as the theoretical framework.

UNIVERSIDAD DE MÁLAGA

Suau Jiménez (2006, cited in Malenkina & Ivanov 2018) claims that, in general, tourism discourse is considered as a part of business language; nevertheless, it is characterised by being a part of a specific context and composed by its own communicative functions and terminology. The predominance of specialized vocabulary is one of the features of the language used in tourism. In comparison with other languages, tourism language is one of the richest languages with a plentiful number of people involved in its development.

More and more researchers (Varó 2006, cited in Malenkina & Ivanov 2018), remark that tourism discourse is a specialised language. Therefore, it has its own linguistic identity (Suau Jiménez 2006, cited in Malenkina & Ivanov 2018) and semantic fields, as the industry has numerous communicative situations (Jóhannesson & Huijbens 2010). Liverani and Canals (2011, cited in Malenkina & Ivanov 2018) discuss that tourism discourse integrates thematic components such as accommodation, cuisine, food and beverage, culture, art, travel, destination, landscape, history, etc. According to Dann (1996) and Rázusová (2009), tourism has its own discourse in the interpretations of its specialists and patrons. Therefore, tourism language is exceedingly more than a representation and has its particular characteristics (Francesconi 2011).

Being a communication tool, tourism discourse is put into a frame of study to unfold tourism as a powerful domain of existing social life (Hallett & Kaplan-Weinger 2010; Jaworski & Thurlow 2010). Interestingly, discourse is an essential conception in understanding society responses and language itself (Jaworski & Coupland 2006).

Graham Dann with his *The Language of Tourism* (1996) was among the first researchers who proposed a detailed analysis of tourism language. The researcher claims that tourism promotion creates its own language by trying to seduce thousands of people into becoming tourists. Dann also devoted a number of his works to the specific use of tourism language, in particular, focusing on the use of clichés (Dann 2001, 2007, 2011) and the dynamics of tourism discourse due to globalism and the Internet (Dann 2012). Presenting the first sociolinguistic discussion of tourism, Dann (1996, 2000) showed that tourism discourse attempts to persuade tourists, controlling their attitudes and behavior through the specific use of language in verbalized media. Following Dann's methodology, the sociolinguistic study of tourism continued to grow.

Prior to the publication of *The Language of Tourism* (Dann 1996), few tourism academics had analyzed tourism language of as an independent language, but *The*

UNIVERSIDAD DE MÁLAGA

Language of Tourism was the most definite work in this area. Yet, tourism researchers such as Morgan and Pritchard (1998, 2000) and MacCannell (1989) provided useful insight into this subject, elucidating certain concepts and elaborating on theories.

Furthermore, the semiotic perspective expanded on the phenomena of tourism language. For example, José Luis Febas Borra (1978) modified Jakobson's theory and applied it to the analysis of tourist brochures. Using content analysis, he demonstrated that the verbal messages have a twelve-subject structure.

Being dynamic, language has been studied for centuries; however, most studies on tourism language are relatively recent, as tourism remained comparatively unexplored in the field of linguistics for a long time, except the notable works of Cohen and Cooper (1986) and Dann (1996). The interest in tourism from a linguistic perspective has grown exponentially since the turn of the millennium (Thurlow & Jaworski 2010; Heller *et al.* 2014; Held 2018). Tourism has been shown to be a key site for studying the relationships between language, culture, and society. For example, Thurlow and Jaworski (2010) demonstrated that language plays a key role in the elaboration of a tourist experience that, in turn, has important sociocultural repercussions.

Nowadays, studying tourism discourse has become pervasive among scholars in the field of text analysis due to its interdisciplinarity and its level of specialization. Interestingly, the audience of tourism messages is usually non-specialists in the field, what makes this discourse to be close to general language, consequently, very low specialized. This feature has provoked that tourism discourse had not been considered as a specialized discourse until very recently.

Many studies have addressed the language of tourist brochures from different perspectives. Jorgensen (2004) conducted a linguistic analysis of a destination image in tourist brochures as one of the main information sources in tourists' selection process. Echtner and Prasad (2003) presented an analysis of brochures, discussing different Third-World countries. The researches revealed distinct patterns of promoting images, occurring across these destinations, and presented the Third-World tourism myths.

In her research, Cappelli (2006) highlights the presence of "magic" as an important part of tourism discourse, which is built through various linguistic means, especially by adopting certain lexical choices. For example, the implementation of the

UNIVERSIDAD DE MÁLAGA

shifts in tense can highlight the difference between the past and the present, or imperatives can create "a 'spell effect', where promotion is carried out in a sort of incantatory manner (e.g., escape, forget, change, discover)" (Cappelli 2006: 63). Resorting to this technique, "instant transformations can take place without any other explanation than the miraculous power of 'magic' itself" (Cappelli 2006: 62). In addition, the technique helps marketers appeal to travellers who strive to enjoy experiences that are unlike those they encounter in their daily lives. Cappelli (2007) also evaluates the translation of tourism-related websites.

Rokowski (2001) takes a sociolinguistic approach to describe the way marketers in the tourism industry exert social control over the consumers while maintaining the idea that tourists are given absolute freedom. Castello (2002) analyzed the textual and linguistic features of guidebooks, which were considered as one of the most representative genres of tourist texts in that period.

Papp-Vary (2010) examined slogans and logos, a combination of verbal and visual communication strategies in branding country tourism. The result of the work demonstrated that country slogans had changed in the past centuries. In the modern world, most country slogans were not used as political propaganda; instead, they were applied commercially. According to the researcher, slogans featured the unique and attractive elements of a destination in order to draw international tourists to a country and to compete globally.

In his study, Pike (2004) presented a content analysis of destination brand positioning slogans, categorising the key terms used in each slogan. The study reported 14 categories and illustrated that brand positioning is a complex process that requires slogans to capture the essence of a multi-attributed destination community. The effective slogans are both meaningful to the target audience and helpful to differentiate a destination from competitors. Therefore, a slogan is an efficient means of communication that should transmit a succinct, focused, and consistent message, addressing the needs of crowded and dynamic markets.

Khan (2014) also studied the language of destination brand slogans to identify the most prominently used themes in them. The outcomes demonstrated that most tourism slogans were mainly created to give a promise of excitement, aiming to evoke an emotional appeal. However, the analysis argued that tourist arrivals to a country resulted from a combination of several factors, but not from a single popularity of the

UNIVERSIDAD DE MÁLAGA

promotional slogan of a country. Image, events, peace, stability, and other possibilities also create increased visibility amongst competitors.

Djafarova and Andersen (2008) looked at the frequency and types of metaphors in British tourism advertisings published in the 1970s and in 2005. They noticed a decrease in the use of metaphorical language overall, attributing this fact to the increased need for more specific and factual information. The authors claim that metaphors are still used in tourism promotion, as they serve a variety of functions. They are attention-grabbing and invite several interpretations and associations in the readers; however, metaphors are a potential source of misinformation sometimes deliberately applied to introduce a place as more attractive than it really is.

With a similar interest, Mattiello (2012) studies the use of metaphors in tourist texts on the Internet. Her work demonstrated that there is a diversity of metaphorical expressions used in tourism discourse, ranging from conventional to very poetic metaphors. According to the researcher, metaphors tend to occur together with hyperboles and in chains of metaphorical expressions that remarkably intensifies the persuasive effect.

The most comprehensive analyses of tourism language were conducted by Thurlow and Jaworski (2010). The authors analyzed six different tourism contexts: three about the language use (inflight magazines, trade signs, business cards, and holiday postcards) and three about language representation (newspaper travelogues, television holiday shows, and guidebook glossaries), setting out a new field of "the sociolinguistics of tourism" (Thurlow & Jaworski 2010: 1) and "mapping the globalizing processes and discursive strategies that underpin the symbolic economy and language ideologies of tourism more generally" (Thurlow & Jaworski 2010: 12). They connect previous research on tourism language to broader discussions in linguistics about cultural change and global mobility.

Furthermore, Spinzi (2004) conducted a corpus study of the communicative process of eco-speaking. Maci (2007) examined the techniques of the tourism industry to structure texts into specific genres and studied in what manner such texts achieve strong generic coherence.

There are a number of tourism discourse studies that adopted the economic and management perspective. Weave and Oppermann (2000) discuss the nature of tourism

UNIVERSIDAD DE MÁLAGA

and tourism management as an academic discipline, highlighting the increasing research base of tourism management from the Australian context. Wu (2009) points out an increasingly important role of tourism planning in China. The author claims that sustainable development of the tourism industry and sustainable utilization of resources together with the creation of language of tourism planning are the basic front-line academy of scientific and professional tourism planning. Ritchie (2009) presented a strategic approach to understanding the nature of tourism crises and disasters, outlining tourism crisis and disaster planning, response, longer-term recovery, and knowledge management strategies. Thitthongkam and Walsh (2010) examined the language issues in tourism organizational management, which encourages collaboration among educational providers and tourism organizations and highlights the necessity of personnel with language skills for tourism organizations.

Another methodological line of research is the study of tourism language regarding cultural identity. Lew and Kennedy (2000) found that overcoming the language barrier could transform guest and host roles by changing the visitor from a tourist to a personal guest. Following the study of Hall-Lew and Lew (2014), the linguistic varieties of tourism language are considered as basic components of cultural identity and place image.

Investigating national identity, some researchers focused on the contribution of tourism to the construction of national identity. For example, Izotov (2013) claims that international tourism plays a significant role in constructing local identity and a trans-border community in Sortavala. The study of Tinson, Saren, and Roth (2015) showed the role of dark tourism in reinforcing and enhancing national identity. Skelin Horvat (2013) looked at cultural memories of war in Dubrovnik and how they are embedded in the tourism documents. On the other hand, research proved national identity to be a powerful force in tourism promotion. For example, Silva and Leal (2015) demonstrated the importance of the nation's medieval origins in developing rural tourism in Castelo Rodrigo and in Sortelha, the two most popular historic villages of Portugal.

The symbolic nature of culture encouraged the semiotic studies of tourism language, focusing on different themes, for example, authenticity (Thomsen & Vester 2016) and gender (Brandth & Haugen 2010; Cassel & Pettersson 2015; Pritchard & Morgan 2000; Rojas-de Gracia & Alarcón-Urbistondo 2016). Osti, Turner, and King (2009) conducted the study on the need for information in travel guidebooks and the

UNIVERSIDAD DE MÁLAGA

extent to which culture influences the type of information sought by Japanese, Korean, Chinese, and North American travellers.

Additionally, theories of cross-cultural communication shed light on tourism discourse. For example, Reisinger and Turner (2003) explored the importance of understanding cultural differences between tourists and hosts for developing positive cross-cultural tourist-host interaction, tourist holiday satisfaction, and repeat visitation.

There are a large number of research studies focused on foreign language learning with regard to tourism. Dörnyei and Csizér (2005) investigated whether increased intercultural contact through tourism could lead to enhanced language attitudes and language learning motivation, basing their analysis on empirical data gathered in a repeated cross-sectional survey of Hungarian pupils. Leslie and Russell (2006) highlighted the importance of skills in the language of another country when communicating with people from that country in the context of the cross-cultural interface between tourism enterprises and visitors. The study of Laborda (2009) presented a practical background for using web quests for students of foreign languages for tourism purposes. Topler (2014) analysed the process of teaching English at the Faculty of Tourism and demonstrated that despite complex grammatical structures and difficult vocabulary, authentic materials bring real-life situations into classrooms; therefore, students find them very motivating. Janta, Lugosi, Brown, and Ladkin (2012) studied the relationship between migrants' social networks, the processes of language acquisition, and tourism employment. Also, Dwyer, Seetaram, Forsyth, and King (2014) contributed to the studies on the linkages between tourism and migration.

The cross-cultural investigations of tourism discourse also present tourism text translation studies. Many researchers highlighted the need to professionalize the translation process in the tourism field. Manca (2004) looked at translation of tourist brochures, describing the typical phraseology and those features that are relevant for a particular culture. Cappelli (2006) analysed the degree of specialization of tourism discourse and translation of tourism-related websites. Pierini (2007) studied the quality of translation of online tourist texts and made some suggestions in relation to approaches to their translation. Dann and Johanson (2009) explored the ways that hearing, taste, touch, sight, and experience are transmitted in Norwegian, German, English, Italian, Spanish, and French. The authors concluded that some of the meanings are inevitably lost in translation.

UNIVERSIDAD DE MÁLAGA

Spinzi (2010) examined the discourse of ecotourism in different languages for a translation objective. The study showed that cultural orientations shape the manner different languages construe the environment and nature in the discourse of ecotourism. The author argues that the awareness of these differences in linguistic choices and communicative styles may enhance translation. Some researchers suggested new translation strategies for tourist texts (Agorni 2012; Muñoz 2012; Sanning 2010). The results of Gandin's research (2013) identified potential differences in the discursive patterns and stylistic features characterizing the translated tourism language with respect to tourist texts originally written in English. The research analyzed the translation of unique items and untypical collocations; it also detected the specific features of the translated and non-translated tourism discourse.

Mocini (2005) looked at the role of visual image in the tourism media and considered it as an important aspect in valorising a destination. The photographic image of a destination on the website can catch the eyes of potential tourists and remain in their memory. Lopes (2011) states that pictures are a critical factor for the choice of a tourist destination. However, Crystal (2002, cited in Malenkina & Ivanov 2018) claims that language is the heart of the Internet, as words determine, limit, and widen the vision of the world. Therefore, text plays a major role in the development and promotion of a tourism brand.

The results of pictorial advertising research point that visual representations can efficiently affect attitudes toward tourism products and services. Research suggests that visual reinforcements of tourism materials produce superior learning and are more persuasive. Also, visual information is considered to be an effective tool for memory stimulation and personal association. In accordance with Garrod (2009), the primary motivation of tourists traveling to destinations is to visit the panoramas, landscapes, buildings, people, and sceneries of places they have seen in tourism promotion. Hence, it is important for destination marketers to design attractive and appealing visual images and present them to their target customers.

Trauer and Ryan (2005) highlight the importance of photographs in the media to create a familiarity of sign for potential tourists and to shape their visitation expectations. Furthermore, Ryan (2005) suggests that travellers are able to locate themselves within expectations, such as places, activities, and experiences, through visual images. Tourists are seen as "the actors about to fulfill a role seen many times

UNIVERSIDAD DE MÁLAGA

previously on their TV sets" (Ryan 2005: 13). Therefore, tourism experiences are mainly evaluated with the images tourists derive from the media.

Following the studies of Savakis, Etz, and Loui (2000), visual image appeal is defined by the interest that a picture generates when viewed by would-be tourists; this visual appeal inspires them to visit a destination. Scarles (2004) argues that visual content of advertisements affects the perception of travel experiences through the association of a certain type of picture, which is considered appealing, with a certain type of experience. Travellers who have different expectations of experiences tend to view different types of images as appealing. That is to say, it is important for destination marketers to understand how tourists perceive and define visitation expectations. Westwood, Morgan, Pritchard, and Ineson (1999) claim that the propensity to visit a destination depends on a match between the destination perception and the tourist's self-concept. Furthermore, Sirgy and Su (2000) state that a destination's brand image influences the kinds of visitors who typically visit the destination.

According to Tasci, Gartner, and Tamer Cavusgil (2007) destinations should first construct the essential qualities of a place, which can be real or imagined, into imagery that is attractive to tourists. Cornelissen (2005) highlighted the importance of presentation of the signifiers of a place on which tourists are directed by means of imagery the marketers employ in marketing materials. It requires providing images that are attractive and stimulate tourists' imaginations in a personal way, which are linked to their fond desires and imaginative associations.

In tourism literature, visual image and verbal language are the representation and consideration of reality (Midalia 1999); the interrelation between a text and image represent and portray the tourism products and services of destinations. There are few research studies into how language and images enhance a tourist destination. Importantly, both language and image aspects have a significant function in persuading and attracting potential tourists. The role of language and visual image in valorising a destination was explored by Salim, Ibrahim, and Hassan (2012, 2014).

Multimodal discourse analysis was used to study a wide range of domains. Kress and van Leeuwen (2006) present a framework for analysing and understanding visual images and the interaction between verbal and visual components in media discourses. They indicate that all texts are multimodal: paralinguistic means of communication, such as rhythm, intonation, facial expressions, gesture etc., accompany spoken

UNIVERSIDAD DE MÁLAGA

language; and written language is always a visual composition of marks on a page. With their *Grammar of Visual Design*, they intend to broaden the approach suggested by critical discourse analysis and include the structure and use of images. Kress and van Leeuwen emphasize that the visual component of a text is an independently organized and structured message, connected to the written component, but not necessarily dependent on it.

Research on tourism destination websites was quite extensive and much of it concentrated on the quality of websites (Law, Qi & Buhalis 2010). Commercialisation, brand image, discourse analysis, mobile communications, social web, interactivity, web architecture, positioning, usability and accessibility, homepage, languages, and quality and quantity of content are the parameters that have been studied in prior studies. According to Fernández-Cavia *et al.* (2013), an official web of a destination should not only be well designed and easy to navigate but also provide relevant information, designed to meet the needs of the users, which are considered as potential future customers, with the objective of effectively transmitting the values that differentiate a particular destination from another.

There is a widespread recognition that online language is different to the language of traditional genres, for instance, radio, press or television. In the study of Edo Marzá (2012, cited in Malenkina & Ivanov 2018), the attention is drawn to the fact that webpages, promoting tourist destinations, are saturated with adjectives with the aim to persuade and captivate potential tourists, hence, using subjectivity. Meanwhile, the objectivity of a website is presented through informative data, such as prices, availability, directions, reception hours, etc.

Hallett and Kaplan-Weinger (2010) analysed the official tourism websites of Santiago de Compostela, Latvia, Estonia, and New Orleans, interweaving tools from critical discourse analysis, multimodal discourse analysis, and visual semiotic analysis. Law and Cheung (2006) investigated the contents and the quality of information of ninety North American-based, European-based, and Asia Pacfic-based travel websites. Sharing the same interest, Xiang, Wöber, and Fesenmaier (2008) also focused attention on the representation of the tourism domain on the Internet. These analyses were carried out in order to assess the visibility of destination-related information and the structural power of websites representing a specific destination. The studies provided important insights into the challenges facing tourist destinations with respect to their representing

UNIVERSIDAD DE MÁLAGA

online.

Garzone (2009) compared the official tourism websites of Spain and Italy and concluded that more differences than similarities were found, despite both countries being well-known for their location on the Mediterranean and their popular seaside resorts. Studying the verbal elements, homepage layout, and types of hyperlinks used, the author indicated that the Spanish websites adopted an interpersonal approach than the Italian ones. On the contrary, the Italian websites tended to reinforce the stereotypical national identity with a focus on the country's cultural and artistic heritage and without presenting less familiar features of the country.

Some research suggests that the genre of hotel websites exhibit its own distinctive textual and multimodal traits. Identifying common features among five-star commercial hotel websites, Suen (2009) concluded that the textual and image features constitute the major characteristics of hotel websites as a genre. The author applied Bhatia's (2004) multidimensional genre model and Kress and van Leeuwen's (1996) visual grammar to find typical patterns in the structures, the types of hyperlinks, the frequently occurring words, and the functions of the images projected in the examined websites.

The study by Cheng and Hsu (2013) presented a cross-cultural website comparison on hotels located in Japan and the USA. Conducting the lexical and image analysis, the researchers revealed that the hotel websites of the Japanese Princess hotel chain tend to highlight the peaceful atmosphere and quiet activities, whereas the websites of the USA-based Sheraton hotels emphasize more active leisure activities. These results reflect the cultural differences, that is to say, what local citizens expect from luxury hotels.

There are many publications about tourism discourse in different languages; however, the Russian and Ukrainian languages have not received much attention and have not been a subject of profound research. Unexpectedly, most of the research performed in Russia and Ukraine focused on developing foreign language communicative and intercultural competency for professional training in tourism and the travel industry (Aliluiko 2003; Kistanova 2006; Laykova 2009; Markaryan 2004; Nabatova 2000). The studies by Menshikova (2011), Tarnaeva and Datsyuk (2013), Tyuleneva (2008) are based on the Russian language data and focused on linguistic and cultural pragmatics. Filatova (2014), Terskikh and Zaitseva (2013) explored

UNIVERSIDAD DE MÁLAGA

communicative strategies and genres in tourism advertising materials. Alikina (2010) and Atakian (2013) consider metaphors and figurative language use in tourism language.

1.5.2. Collection of tourist studies *Ways of Seeing, Ways of Being: Representing the Voices of Tourism*

In 2017, Maurizio Gotti, Stefania Maci and Michele Sala published the volume *Ways of Seeing, Ways of Being: Representing the Voices of Tourism* that brings a sizeable and timely contribution to the field. The book's objective is to "give voice to the various and different perspectives in the investigation of tourism in its written, spoken, and visual aspects" (Gotti, Maci & Sala 2017: 11) with a special focus on the interactions between tourism destinations and prospective tourists. The book presents the contributions of twenty-two authors.

In the introduction, Maci and Sala offer a brief research review of current research into tourism before presenting each chapter. This review is comprehensive and up to date; it captures the complex nature of tourism and covers both classic and recent studies in linguistics and beyond.

The first section of the book, written by Calvi, focuses on online travel guides in which travellers can actively participate. Calvi discusses how developments linked to the Internet have led to travellers becoming more than simple readers of tourism texts and how web-based travel guides allow tourists to contribute, thus becoming producers of tourist texts for others. Francesconi presents the second contribution that explores how destination image is formed through multimodal processes in video travel diaries relating to the Italian region of Basilicata. Abbamonte and Flavia analyse how the Italian island of Capri is framed for tourists through its official website, exploring the visual and verbal strategies employed. Aiezza conducts a contrastive analysis of the rhetorical and linguistic choices present on tourist offer coupons. She claims that such coupons are becoming more and more central in the tourist experience.

Maci's contribution looks at how tourist destinations and tourism consumers interact on social networks, offering clear and well-presented examples from two famous airline companies, through which the author demonstrates how web users shift from being consumers to producers of content. Tessuto investigates rhetorical structures

UNIVERSIDAD DE MÁLAGA

and communicative purpose in online tourism press releases, applying a quantitative corpus linguistic approach. He shows how these press releases present an increasingly conventionalised structure.

Paganoni's research focuses on luxury travel blogs to uncover the linguistic cues and discursive elements used to construct codes of luxury. The section, authored by Yaemwannang and Pramoolsook, introduces a recent and growing phenomenon: companies responding to customer complaints on social networks. The research discusses how these complaints can have a considerable influence on a future tourist's visit. Grego's contribution deals with the representations of senior citizens in tourism discourse. The author shows how age is never directly referred to but presented through negative and positive identity themes. Vicentini explores child-free tourism and its discourse, considering this type of tourism as the increasing diversification of the tourist market.

Fodde claims that authenticity is a key to constructing the tourist experience, highlighting how narratives play a principal role in making the discourse of authenticity accessible to tourists. The contribution of Catenaccio deals with the original theme of "dark tourism", where the author explores the discursive framing of Ground Zero as a tourist attraction. The study underlines that discourse is central in framing the tourist experience whilst also deals with a socially relevant destination. Diani discusses travel blogs, presenting them as a key for the marketing and consumption of tourism products. The analysis uncovers a high percentage of lexis related to cultural heritage in the blogs, as well as a large number of positive evaluating adjectives. The author suggests that bloggers use informative and historical details to add credibility to their writing.

Cesiri and Coccetta present a comparison of how tourist promotion of Venice varies according to a target market. The authors compare two websites to establish the techniques used by the sites to attract visitors. Turnbull looks at how tourism texts contribute to the destination image of Rome. The results show that affects are used less than cognitive appreciation, suggesting that the focus of tourism texts remains on places rather than emotions.

The contribution Malavasi explores the language of sustainable tourism. The author links the development of sustainable tourism to the general recent increase in awareness of social and ecological responsibility. Malavasi analyses the key discursive strategies, showing how words are used in discursive patterns to contribute to the

UNIVERSIDAD DE MÁLAGA

persuasiveness of a text. Costello introduces a comparative study of different promotional texts, focusing on the use of adjectives. The author highlights some differences in adjective use between native and non-native English speaking professional writers. Fuster-Marquez offers an analysis of the discourse of USA hotel websites, focusing on the use of lexical bundles and their variations. Soto Almela explores the notion of "experience" in tourism promotional campaigns. The author claims that sensory words are a key to the discursive elaboration of the tourist experience.

Therefore, Gotti, Maci, and Sala's volume introduces researchers interested in language and tourism. It is a collection of high-quality studies that take on a wide range of research objects through the lenses of a number of different approaches and fields. Corpus linguists and discourse analysts may find particular interest in the volume, given the prominence of those particular approaches. The recurrent character of such methodologies gives the volume certain coherence, which is sometimes difficult to find in such edited works, and the understandable and pertinent focus on web-based materials contributes to this consistency. *Ways of Seeing, Ways of Being: Representing the Voices of Tourism* is a rich, thought-provoking, and expansive contribution to the linguistic study of tourism.

1.5.3. Research into health tourism

Due to the rapid expansion of the wellness attitude in the developed counties and the fact that the spa industry has become a global phenomenon, many researchers have centred on the typology and profile of spa goers, as this sector is increasingly important for the leisure industry (Muller & Lanz Kaufmann 2001; Frost 2004; Chen, Prebensen & Huan 2008; Nuno Silva 2010; Bastos 2011). The investigations in the field focused not only on health tourism as a whole (Garcia-Altes 2005; Smith & Jenner 2000; Borman 2004), but also on medical tourism (Connell 2006; DeArellano 2007; Hall 2011) and wellness tourism as distinct branches, presenting information on future and past trends (Weiermair & Mathies 2004; Ellis 2008; Voigt, Brown & Howat 2011) and incorporating wellness concepts into spas (Cohen, Bodeker 2008; Laing & Weiler 2008). Some researches presented case studies on the issue (Quintela, Correira & Antunes 2010; Speier 2011).

UNIVERSIDAD DE MÁLAGA

In 2011, Tawil introduced four categories of spa tourists: the aristocrats (generally older, high-income people, that seek relaxation and rest, vigilant for details, with high expectations), the explorers (those who are curious to experience the spa, generally outside their residence place, that seek apart from adventure new facilities, treatments and new programmes, such as yoga), the socialisers (mainly women that choose a spa centre depending on its reputation and recommendations, offering a large number of facilities and treatments), and the budgeters (generally young, low budget, that choose especially the massage and pool, the clients of the day spa).

In accordance with Crawford (2006), the 21st century has witnessed new health practices and a greater health consciousness, which is transmitted by advertising. The author states that nowadays the media is a primary vehicle for health promotion and health education and acknowledges that the scope of this commercial culture is "ever-expanding" (Crawford 2006: 415).

In their study, Adams, Snyder, Crooks, and Johnston (2015) investigate the role of tourism and travel discourses in enhancing the decision-making of medical tourists. Their analysis explores the relationship between this discourse and medical tourists' considerations of ethical and safety concerns related to this practice during their decision-making.

Mainil, Platenkamp, and Meulemans (2011) intended to detect and assess the rupture caused by global medical tourism within the written media in order to describe the reality of medical tourism as a trans-historical field. In their work, market, medical, ethical, and patient discourses were identified along scientific sources, international and local newspapers. The study indicates that a change in the market discourse has caused a shift in the attitude towards medical tourism, where ethical features are seen as submissive to the market logic. According to the researchers, today medical tourism has become more mature with the development of non-ethical counterparts such as organ tourism and reproductive tourism as a consequence. The research shows that the general public receives a normative message from the medical tourism sector.

In their study, Cortes de los Rios and Corral Hernandez (2016) looked at the promotion of the health and beauty tourism discourse from the register approach. The aim of this research is to offer a general view of this type of discourse, focusing on its

UNIVERSIDAD DE MÁLAGA

linguistic resources (lexical-morphological, syntactic, and stylistic) to better understand its main distinctive features.

Adeyinka-Ojo and Nair (2016) conducted a narrative analysis of health tourism in selected countries in Asia to review and analyse the contents of health tourism literature. Data collection of the study is primarily from past studies and documentary evidence that are used to identify meanings, events, processes, and themes. This paper contributes to the existing theoretical knowledge on motivations for health tourism from reactive and proactive viewpoint.

Examining the differences and similarities among two official websites and four corporate websites with a focus on health tourism in India, the study by Catenaccio (2009) found marked differences in identity construction. The author based the analysis on lexical and visual choices, and the results demonstrated that the official websites highlight Indian medicine but downplay the Western medical tradition. On the contrary, the corporate websites focus on Western medical practices, introducing limited representations of "indianness". The researcher claims that the medical tourism websites differ in their self-representations, with the official websites trying to communicate an essential Indian identity. Thus, the study points that the textual and multimodal resources represented in official and corporate websites serve to portray an intended image and identity.

The studies published on medical tourism also focus on social and cultural issues (Milstein & Smith 2006; Kangas 2010), on the economic implications (Carrera & Bridges 2006; Lunt *et al.* 2011), and on the application of new directives (Bertinato *et al.* 2005) or quality standards and patient expectations (Crozier & Baylis 2010; Samadbeik *et al.* 2017). Some authors consider the motives for medical tourists to travel (Smith & Forgione 2007; Bristow *et al.* 2009; Keckley & Underwook 2008). Also, patient mobility (Glinos 2006, 2010) is reviewed with regional examples (Ehrbeck, Guevara & Mango 2008; Whittaker 2008; Johnston, Crooks & Ormond 2015). The publications on medical tourism by Cormany and Baloglu (2010), Moghavvemi *et al.* (2017) deal with the type of medical and touristic information available for potential patients on the Internet, where accommodations, cultural services, and medical techniques are under review.

UNIVERSIDAD DE MÁLAGA

1.5.4. Need for the present study

The discussion on the tourism sphere is a multidiscipline phenomenon. Previous research in the area has shown a variety of strategies that has been adopted for tourism promotion. A particularly interesting aspect of promotional media to explore is tourism websites. Commonly, they are rich with information about destinations; and this is achieved within unlimited digital space. As a subject of research, this type of tourism promotional mode is noteworthy as the electronic representations of destinations are carefully constructed through different discourses. Digital tourism texts represent an analytical gap in text-analysis and multimodal analysis because not many researches have been concerned with the cross-modal study of online tourism promotion.

A significant number of studies were performed on tourism promotional media; nevertheless, not many researchers explicitly addressed the role of language, visuals, videos, and aural images in persuading tourists to become the guests of destinations on these promotional platforms. The analysis of the research studies in tourism also provides extensive evidence on the significance of persuasion in tourism practices, suggesting that research into the techniques of persuasion, as a social phenomenon, in detail is needed for a successful marketing development in tourism. As the current state of persuasive visual, aural, and audio-visual implementation in the design of tourism websites is still not much discussed, there is still a clear gap in research focusing on persuasive strategies in tourism discourse, in particular, from a multimodal point of view.

Some studies, which focus on the verbal language used in tourism promotional materials, point to the role of language in enhancing the value of a tourism product. Notably, language, visuals, videos, and sound elements are the aspects that generate specific discourses; particularly, they enhance the image and identity of destinations on websites. In digital environments, not many researches are concerned with the analysis of both the linguistic and non-linguistic aspects of promotion. Only very few works have studied the language of tourism from a multimodal point of view, the approach taken in this study. It leads to a need for a further investigation that extends the analysis from covering only verbal language to also including the adoption of visual, video, and sound images. Further research, which will employ a multimodal discourse analysis approach in analyzing the websites of tourism healthcare destinations, is believed to be a significant step in this area of investigation.

UNIVERSIDAD DE MÁLAGA

Surprisingly, a few empirical studies have examined the discourse of health tourism promotion. According to Crooks *et al.* (2011), the studies on health tourism have paid little attention and provided limited detail and contextualization to the decision-making of these tourists. The reason is that health tourism is an emerging segment in tourism marketing; therefore, it is a relatively new area of research (Crooks *et al.* 2011). Nowadays, it is also an important part of the tourism industry, as it becomes significant in many parts of the world due to the spectacular rise in the living standards, constituting major sources of revenue. As a result, this subject is relevant and the topical theme to research of today.

The review of studies on tourism has demonstrated that very few works have focused on health tourism promotional websites analysing the persuasive aspects of this media from a multimodal point of view. The present investigation aims to address this gap, exploring how language, visuals, videos, and sound images are utilised in the health tourism websites of the Carpathian Mountains to persuade the users to buy a trip.

UNIVERSIDAD DE MÁLAGA

CHAPTER 2: THEORETICAL BACKGROUND

The present chapter elucidates and discusses important concepts in relation to tourism language: discourse theories and the ways of its analysis, theoretical perspectives on tourism language, persuasion theories in tourism promotion, the properties of tourism language, and, finally, verbal and non-verbal rhetorical strategies linked to this particular type of language. The presentation of these areas of research offers some unique aspects and provides a necessary theoretical background in relation to the purpose of this thesis. Hence, the study of health tourism language is supported with useful perspectives and findings offered by tourism researchers and academics as well as advertising and communication practitioners. These insights will later be employed as a theoretical framework in the empirical part of the thesis.

2.1. Discourse

2.1.1. Discourse as social interaction

Knowledge of the world is based primarily on the discursive representations people make of it. In this context, the notion "discourse" refers to language as a form of practice that is embedded in the social conditions of production and consumption and the cultural processes of meaning making. Discourse-centred studies emphasize the hetero-generous, multifunctional, and dynamic character of language used in actual situations of communication and a central place it occupies in the construction of reality (Blommaert & Bulcaen 2000). Different discourses are different perspectives on the world, and they are associated with different relations people have to the world, which, in turn, depends on their positions in it, their social and personal identities, and the social relationships in which they stand to other people. Discourses do not only represent the world as it is, but they are also projective imaginaries, representing possible worlds, which are different from the actual world and tied in to projects to change the world in particular directions. According to Fairclough (2003: 23), "differently positioned social actors see and represent social life in different ways, different discourses", as language is a part of society. Furthermore, he also argues that language and society are related not in external sense, rather, they are related internally. That is to say, linguistic phenomena reflect social phenomena, and also the other way around. Therefore, language is a social process.

UNIVERSIDAD DE MÁLAGA

Discourse refers to how we think and communicate about people, things, the social organization of society, and the relationships among all three. Giving organization to language and thought, discourse structures and orders our lives, relationships with others, and society. Thus, it shapes what we are able to think and know at any point in time. In this regard, sociologists frame discourse as a productive force, shaping our thoughts, ideas, beliefs, values, identities, interactions with others, and our behavior. Accordingly, it produces much of what occurs within us and within society.

In the social sciences and in the humanities, the term "discourse" describes a formal way of thinking that can be expressed through language; it is a social boundary that defines what statements can be said about a topic. According to sociologists, discourse is embedded in and emerging out of relations of power, because those in control of institutions like media, politics, law, medicine, and education control its formation. Therefore, discourse, power, and knowledge are closely connected and work together to create hierarchies. Some discourses come to dominate the mainstream and are considered truthful, normal, and right, while others are marginalized and considered wrong, extreme, or even dangerous.

Yazdannik, Yousefy, and Mohammadi (2017) defined discourse as a group of ideas or patterned way of thinking that can be identified in textual and verbal communications, and can also be located in wider social structures. According to Wetherell, Taylor, and Yates (2001), discourse is a belief, practice, or knowledge that constructs reality and provides a shared way of understanding the world. Cheek (Cheek 2004: 1142) claims "discourses are the scaffolds of discursive frameworks, which order reality in a certain way. They both enable and constrain the production of knowledge, in that they allow for certain ways of thinking about reality while excluding others."

Discourses are more than ways of thinking and producing meaning, as discourse refers to the ways of constituting knowledge together with the social practices, forms of subjectivity, and power relations which inhere in such knowledge and relations between them (Pitsoe & Letseka 2013). Knowledge is inextricably connected to power that is a process that operates in continuous struggles and confrontations that change, strengthen, or reverse the polarity of the force relations between power and resistance (Pitsoe & Letseka 2013). This means that power is described as a relational process that is embodied in context-specific situations and is partially identifiable through its

UNIVERSIDAD DE MÁLAGA

ideological effects on the lives of people. Power is productive of truth, rights, and the conceptualization of individuals through the processes or discursive practices of the human sciences and other major discourses such as social sciences, bureaucracy, medicine, law, and education, etc. In this way, discourse analysts need to be aware of the conceptualizations of power to be able to recognize them within a discourse (Yazdannik, Yousefy & Mohammadi 2017).

Hence, discourses are tools of knowledge and power. Language has a powerful influence over people and their behaviour. Discourse affects the person's perspective. This is especially true in the areas of marketing and advertising, where the choice of language to convey specific messages with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on consumers, whereas verbal language helps them to identify a product and remember it (Kannan & Tyagi 2013).

Texts or discursive units are the concrete representation of discourses. Discourse is a conceptual generalization of conversation within each modality and context of communication. Discourses are embedded in different rhetorical genres and meta-genres that constrain and enable them. They may take a variety of forms, such as oral, written, pictorial, symbolic, or graphic, and include both linguistic and non-linguistic ways of producing meaning (Kress & Van Leeuwen 2001). For example, discourse can be formal written records, such as news information, company statements and reports, academic papers; spoken words, pictures, symbols, artefacts, transcripts of social interactions, such as conversations, focus group discussions, and individual interviews; or involve media such as TV programs, advertisements, magazines, novels, etc. Any verbal discourse provides vocabulary, expressions and also a style needed to communicate.

Indeed, texts are depositories of discourses, as they include complex social meanings produced in a particular historical situation that involved an individual producer of a text unit and a social surrounding. To understand discourses, we should also understand the context, in which they arise (Bondarouk & Ruel 2004). Flick (2009) states that, when analyzing language, researchers should include a focus on the content as well as the context of a text in an effort to interpret meaning in the public sphere. "Discourses are intimately situated in social contexts: they both reflect context and constitute them" (Trowler 2001: 186).

UNIVERSIDAD DE MÁLAGA

Discourse is the product of the interplay of language found in textual or visual representations that are the patchwork of words, ideas, images, elements, events, meanings, objects, and symbols that contribute to the ever-evolving nature of discourse (Fairclough 2001; Gee 2005, 2008). According to Gee (2005), these representations combine to form discourse models, which are fluid, situated in context, and under constant revision.

Hence, discourse encompasses multiple modes of communication, in particular, images (Fairclough 2001; Kress 2000, 2004; Kress & van Leeuwen 2006). The use of images is a basic element of communication in tourism marketing materials. Nowadays, images may communicate myriad of actions, ideas, emotions, information, expressions, events, rules, symbols, and regulations (Fairclough 2001; Kress 2000; Kress & van Leeuwen 2006). Sometimes, images can capture what words cannot transmit (Fairclough 2001). In the same manner as verbal texts, visuals are subject to social conditions, they can influence the way an individual responds to messages (Kress & van Leeuwen 2006). "Like linguistic structures, visual structures point to particular interpretations of experience and forms of social interaction" (Kress and van Leeuwen 2006: 2). Fairclough (2001) also noted the significance of visual language as mutually operative in conjunction with written and spoken materials.

The use of verbal language is an important component of communication in marketing materials distributed by tourism institutions. Language is an intrinsic part of communication; however, it goes beyond a simple information transmission. A principal task of the work language does is to represent that depends on how language is deployed and by whom (Wetherell, Taylor & Yates 2001). Gee (2005) claims that language works to support the performance of social activities and social identities and to support human affiliation with cultures, social groups, and institutions. Cultural, economical, historical, political, and social contexts form the nature of language, leaving it subject to social behaviours and conditions. As language is socially constructed, the perception of meaning is defined by the individual's social and cultural experiences (Gee 2005).

In the scenario of contemporary and sophisticated printed and visual media, the role of language has become very important. A few decades back, the media depended more on the linguistic qualities of texts than on the abilities of these texts to express stories. Nowadays, the media has understood the power of language. Language should never be ignored in advertisements. It is not the experience and events that rule the

UNIVERSIDAD DE MÁLAGA

society, but rather the way these experiences and events are expressed through texts. Further, the focus in language has gone to its structure. The pragmatic and discourse approach to language with special concern to structures initiated a system of contextual and ideological analysis of language, discovering irresistible influence of its structure. It is the fruits of the traditional language studies, as the persuasive power of language depends on these language structures (Flergin 2014).

2.1.2. Discourse analysis

Historically, discourse studies have evolved from linguistic to social approaches. More than 2000 years ago, there existed the study of language, public speech, and literature. Undoubtedly, the major historical source is classical rhetoric, the art of good speaking. In the past, grammatical studies were concerned with the normative rules of correct language use, whereas rhetorical studies dealt with the precepts for the planning, organization, specific operations, and performance of public speech in political and legal settings (Yazdannik, Yousefy & Mohammadi 2017).

The term "discourse analysis" first came into general use following the publication of a series of papers by Zellig Harris in 1952, reporting on his work from which he developed a transformational grammar in the late 1930s. In this decade, discourse analysis was concerned with such elements of discourse as the use of grammar, rhetorical devices, syntax, sound forms, the overt meaning and content matter of words and sentences of a text or talk, and such macro structures as topics and themes. In the 60-70s, a new form of discourse analysis emerged following the development of knowledge in the social sciences and humanities. Formal sentence grammars were complemented with new ideas about language use, linguistic variation, speech acts, conversation, other dialogs, text structures, communicative events, and their cognitive and social contexts. Much formal rigor and theoretical sophistication formulated completely new approaches (Yazdannik, Yousefy & Mohammadi 2017).

A new cross-discipline of discourse analysis began to develop in most of the humanities and social sciences concurrently with and related to other disciplines, such as anthropology, semiology, psycholinguistics, sociolinguistics, and pragmatics. Many of these approaches, especially those influenced by the social sciences, favour a more

UNIVERSIDAD DE MÁLAGA

dynamic study of human interaction. In this light, discourse analysis concerned with how an individual's experience is socially and historically constructed by language.

According to that view, the term "discourse" no longer refers to formal linguistic aspects, but to institutionalized patterns of knowledge that become manifest in disciplinary structures and operate by the connection of knowledge, community, and power. Today, discourse analysis as a qualitative method is applied in various fields such as anthropology, ethnography, sociology, intellect, cognitive, and social psychology, politic science, communication, critical linguistics, and health-care system (Yazdannik, Yousefy & Mohammadi 2017).

The analysis of discourse is the analysis of language in use. While some linguists may concentrate on determining the formal properties of a language, a discourse analyst is committed to an investigation on what the language is used for (Brown & Yule 2012). Fairclough (2003) suggested discourse to be the use of language as a form of social practice, and discourse analysis is an analysis of how texts work within the sociocultural practice. All social practice is tied to specific historical contexts, and it is the means by which existing social relations are reproduced and different interests are served. When an analysis seeks to understand how discourse is implicated in relations of power, it is called a critical discourse analysis.

Discourse analysis is a qualitative analytical approach for critically describing, explaining, and interpreting the ways in which discourses construct, maintain, and legitimize social inequalities. The analysis rests on the notion that the way people use language is purposeful, regardless of whether discursive choices are conscious or unconscious.

Discourse analysis is concerned with studying and analysing written and spoken texts to reveal the discursive sources of power and dominance. This field of study examines how these discursive sources are maintained and reproduced within specific social, political, and historical contexts. According to Putnam (2010), discourse analysis focuses on the ways that language and symbols shape the interpretations of negotiators' identities, instrumental activity, and relationships. Discourse analysis deals with concepts like communication patterns in public institutions, media discourse, the constitution of individual and group identity that may convey ideological attitudes, power, and status.

UNIVERSIDAD DE MÁLAGA

Discourse analysis is an interdisciplinary approach to the study of language that views it as a form of social practice. It is a broad and diverse field that includes a great variety of approaches to the study, which derive from different scientific disciplines and utilize various analytics. It incorporates a variety of methods that depend on research goals and theoretical perspectives. These studies are no less likely than other forms of research to reproduce ideological assumptions and offer their own suggestions (Mullet 2018). The major difference between the various types of discourse analysis is in their methods of analysis (Jorgensen & Phillips 2002).

According to the classification by Yazdannik, Yousefy, and Mohammadi (2017), discourse analysis is composed of two main dimensions: textual and contextual. Textual dimension accounts for the structure of discourses, while contextual dimension relates these structural descriptions to various properties of the social, political, or cultural context in which the discourses take place. The contextual study examines the production and reception processes of discourse with particular attention to the reproduction of ideology and hegemony in such processes. It explores the links between discourse structures, social interaction, and situations. As social practice (i.e., non-linguistic) and linguistic practice constitute one another, scholars focus on investigating how societal power relations are established and reinforced through language use (Yazdannik, Yousefy & Mohammadi 2017).

Commonly, the philosophical base of discourse analysis is a social constructionist approach. Social constructionism is a general term for a range of new theories about culture and society. Discourse analysis is among several social constructionist approaches, however, it is one of the most widely used approaches within social constructionism. Discourse analytical approaches take as their starting point the claim of structuralist and poststructuralist linguistic philosophy that human access to reality is always through language. People create representations of reality with language. It is not merely a channel through which information about underlying mental states and behavior or facts about the world are communicated. On the contrary, language constitutes the social world, extending to the constitution of social identities and social relations (Yazdannik *et al.* 2017). Therefore, the changes in discourse are a means by which the social world is changed (Jorgensen & Phillips 2002).

Many discourse theorists adopt a relativist view, assuming that there exist no objective grounds on which the truth of claims can be proven and proposing that the

UNIVERSIDAD DE MÁLAGA

value of knowledge should be evaluated according to other criteria, such as its applicability, usefulness, and clarity. However, others claim that relativism does not allow for a position from which social critique and action can be developed and adopt a critical realist position. They acknowledge that knowledge is always mediated by social processes and suggest that underlying enduring structures do exist, which can be known through their effects (Harper & Thompson 2012). Wodak (2006) relates discourse and society, suggesting that there is an existence of a cognitive level in a model of text production. Thus, in analysing a text, it is not sufficient to study the words literally per se, but the hidden meanings could be interpreted via the sharing of cognitive knowledge.

Since discourse is seen as a type of social practice, the study of discourse is the study of any aspect of language use, no matter whether it is speech or writing. The analysis on discourse is important in order to be able to explain the relationship between language, ideology, and identity. The critical study of discourse can help in uncovering the unseen agenda that may be hidden from people: the "hidden determinants" in social relationship system and the "hidden effect" which they may have (Fairclough 2001: 4). The objective of this study is to detect these "hidden determinants" and to reveal their possible influence on people or "hidden effect".

2.1.3. Tourism websites' discourse

In tourism, the constant flow of information to promote destinations and attract potential customers is one of the most strategic keys to success. Mostly, this flow is delivered on the Internet, a virtual public sphere, which provides much information and instructions to travellers. Today, the Internet is the most powerful tool available to tourism marketers. This online network has multimedia capabilities and, therefore, is a valuable device for creating images of tourism destinations. The findings have shown that most tourists prefer utilizing online medium to get information about a particular tourist destination (Loda 2011). Currently, websites are easily accessible and become to be very popular. In this information age, the use of websites tends to continue to rise, and brochures or TV advertisements remain as supporting mediations for tourists in decision-making. As tourism products have an intangible and heterogeneous nature, travel websites can act as "a substitute for a product which cannot be physically seen or inspected prior to purchase" (Holloway 2004: 17). Thus, websites have become the most popular media used by travellers as they can "virtually" visit destinations.

UNIVERSIDAD DE MÁLAGA

On tourism websites, language and visual images are the important elements that can easily portray destinations. These components enhance a destination image by manipulating the tourists' emotions and engaging their experience. Furthermore, tourism promotional materials include unseen messages that are transmitted by certain images and language, which convey the positive and attractive aspects of a destination to potential travellers.

According to Valdés Rodríguez (2013), the Internet has brought about changes in audio-visual texts, subordinating them to their ultimate effect in the target audience. Presenting the correspondence between images and language used in the promotional texts, a web portal can be defined as a "hybrid genre", drawing together discursive strategies and structures from other tourist text types (Zuliani 2013). These strategies and structures are adapted to navigation needs and they are enriched with interactive resources, which are not available in a printed paper.

Due to migration to the web, contemporary tourism communication, ranging from literary works to informative or promotional genres, is becoming increasingly multimodal (Francesconi 2012). Embedding graphic, iconic, and photographic elements into the verbal texts, these texts experiment with new expressive solutions, subverting traditional generic conventions. Nowadays, the layout of travel documents is progressively innovative. The documents are more visual, the texts of which are fragmented into a plurality of sections, the pages are divided into numerous clusters, and cross-referencing inside the pages and between them is adopted (Francesconi 2012). The online travel literature is complemented with pictures, videos, and maps in order to better illustrate what travellers may visit. Multimodality fulfils a plurality of semiotic, cognitive, and emotional functions. It can capture the readers' attention and engender a positive mood and a pleasant psychological attitude; it can assist concentration and perform emphasis, thus leaving a lasting favourable trace.

Websites can be considered as a macro-genre. All of them share common and recognizable features, namely, a title bar, navigation, a main content area, sub-sections, links, how to contact, etc. A user can choose what to read in the order of a printed text as entry and exit pages replace beginning and end. Links relate different texts on a website, they act as a cohesive device to maintain web discourse together.

Tourism destination websites may consist of textual descriptions, pictures, videos, sounds, animations, graphics, maps or interactive maps, charts, games, and even

UNIVERSIDAD DE MÁLAGA

programs, such as distance calculators or currency converters. The verbal language used presents the content of the webpages in the form of keywords, key phrases, and full sentences or short texts, which determine the visibility of the information presented on the Internet (Cappelli 2008). Tourism websites make use of highly persuasive discursive strategies, both through visual and verbal codes, in order to fulfill their communication function (Francesconi 2007; Mocini 2009; Yui Ling Ip 2008). Pictures beautify depicted destinations through strategies of composition, viewpoint, lighting, and colour (Kress & van Leeuwen 2006). These components, including design elements such as text font, page layout, and background colours, work together to create the overall image of a destination in the tourists' minds.

Tourism texts do not represent fixed, static, and absolute entities; instead, they are dynamic and constantly subject to innovation. Destination promotional texts ceaselessly differentiate and interact, and thereby engender hybrid forms (Bhatia 2005). They heavily rely on graphic solutions, visuals, and sound effects to enhance destination branding, as a travel and holiday experience is a non-material commodity (Santulli 2007). Generally, promoted objects can be inspected for purchase beforehand; a holiday cannot be seen before the actual tourist experience (Maci 2007). Thus, the main task of destination promotion is to textually represent a place (Francesconi 2007). In order to offer a multisensorial experience and shape an illusion of reality and reality fruition, verbal, visual, and audio effects are subtly combined and further enhanced through hypertextual navigation. On the Internet, the modalities of text consumption in multimodal and hypertextual texts are more open because the users can skim a text, zoom an image, rewind a video, and randomly surf a website. On tourism websites, the users can feel as if they can explore a destination and experience the holiday before leaving their homes (Francesconi 2014; Maci 2007).

Digital texts do not only provide some meaning, but also offer interactivity. They enable their readers to act at given sites to achieve some effects. Buttons, links, and other forms of interactivity are not only signs making meaning on a page; they are also sites of action, generating a changed textual situation. Thus, present-day tourism interaction is marked by the establishment of the digital medium and by its revolutionary impact on modes and forms of tourism and travel exchanges (Dann 2007). This communication has become global, informal, instant, and democratic. Besides being systematically adopted by the business-to-client sector (i.e., institutions,

UNIVERSIDAD DE MÁLAGA

operators, hotels, agencies, etc.), the Internet has also enabled consumer-to-consumer exchanges. As a result, digital communication has influenced traditional printed texts. Today, many brochures, guides, catalogues, etc. have migrated to the web to reduce printing costs and reach a wider audience.

The digital space benefits from some potentialities of the electronic medium. A website menu enables the users to zoom in and out, to enjoy full-screen vision, to turn the volume on and off, to lower vision quality, to print a selected document, to send an address to a friend, etc. In digital environments, the users can do more than constructing individualized reading paths. They can also provide feedbacks, for example, comment on a given text, or transfer a text to others. Therefore, the listed modalities allow the potential traveller to textually explore a destination (Maci 2007; Santulli 2007), before deciding whether to visit it or not.

Generally, the discourse layout of tourism websites follows a very precise composition plan. The positions of pictures, texts, video-clips, and frames, in which they are set, are conveyed to the viewers thanks to various interrelated systems of information existing within any text, regardless of whether the texts are visual, textual, or both.

The composition of tourism texts is realized depending on the fact that when we read we follow a Z-reading pattern (Kress & van Leeuwen 2006), as in Western cultures, text is written from left to right, from top to bottom, and line by line. The most common division created by the Z-reading pattern of a page is into left and right, top and bottom, centre and margins that helps in defining the zones where different visual elements are placed. According to Kress and van Leeuwen (1998, 2006), their corresponding informational values are *Given* and *New*, *Ideal* and *Real*, *Centre* and *Margins*. Elements placed to the left of the vertical axis of a page are presented as *Given* pieces of information that the readers already know; *New* elements on the right are not yet known. Layouts based on the horizontal axis present a sense of contrast. Elements in the upper part of a page appeal to the readers' emotions, expressing what might be. The bottom components have an informative appeal. These contrasting appeals are the values of *Ideal* and *Real*, where *Ideal* items are more salient and simply contain the general points of information; *Real* components give more practical and specific information. The elements located in the *Centre* are the essential nucleus of information, and those set at the *Margins* are the subsidiary parts of the image core. Therefore, the

UNIVERSIDAD DE MÁLAGA

elements of a text are positioned to attract the readers' attention and direct it to different levels of importance (Kress & van Leeuwen 1998, 2006).

The various levels of a website are created through relative choices of colour, size, image sharpness, and position. Sometimes, vectors, which are virtual lines created by the shape and position of elements, help in leading attention from one element to another, determining the salience of each element. Also, there are elements suggesting division, they help the readers connect or differentiate the layout of a website. These sections or frames give a sense of unity and progression. The framing of an item suggests its differentiation and individuality, while the lack of framing suggests unity and presents a picture as a whole (Kress & van Leeuwen 2006).

2.1.4. Visual communication and semiotics

Semiotics is a philosophical approach that seeks to interpret messages. These studies originated in a literary or linguistic context and, afterwards, expanded in a number of directions. Semiotics is closely related to the field of linguistics, studying the structure and meaning of language. However, semiotics studies also non-linguistic sign systems. According to Harrison (2003), semiotics is the study of signs, which can be words, sounds, or visual images; as there must be some sort of meaning manifested through the signs in order for them to exist.

Now, semiotics considers a variety of texts to investigate such diverse areas as advertisements, movies, art, fashion, etc. According to Berger (1990: 17), "the essential breakthrough of semiology is to take linguistics as a model and apply linguistic concepts to other phenomena – texts – and not just to language itself". Since images are such a central part of mass communication, visual texts are an important area of analysis especially for researchers working with visually intensive forms such as advertising and television.

Jean-Marie Klinkenberg (2001, cited in Zantides 2014), one of the founders of the Belgian Mu Group, or Groupe µ (founded 1967), states that the objective of visual semiotics is to endow the reading of images (i.e., photos, paintings, videos, designs, posters, etc.) with the same precision that textual semiotics was developed in literary and other speeches. Groupe µ developed a structural version of the visual semiotics and visual rhetoric. In their famous work *Traité du signe visuel* (1992), the scholars

UNIVERSIDAD DE MÁLAGA

elaborated on Barthes' classification, criticising linguistic imperialism. They categorised non-verbal semiotic systems into iconic visual signs and plastic visual signs such as colour, form, and texture (Zantides 2014).

Following Groupe μ (1992, cited in Zantides 2017), there is a relationship between iconic and plastic visual signs. Being phenomenologically the signifiers of iconic elements, plastic sings enable the identification of iconic ones. In turn, iconic elements, once identified, enable to attribute content to plastic signs. In an image, plastic elements are autonomous from iconic representation, but plastic and iconic elements complement each other.

The value of plastic visual signs was noted from very early on, especially in the field of advertising. One of the first semiotic studies in advertising to talk about plastic signs was Barthes' essay *The rhetoric of the image* (1964). In his study of the French advertisement of Panzani pasta, Barthes classified the semiotic systems into two main types: verbal and non-verbal messages. Then, he classified non-verbal messages into codified iconic and non-codified iconic messages, plastic signs being the codified iconic messages.

We can approach plastic visual elements, which include signs such as colours, forms, and textures, as symbols or indexes (Klinkenberg 2001, cited in Zantides 2014). Some plastic signs are very important as they can exploit a plastic rhetoric (Klinkenberg 1996, cited in Zantides 2014). Plastic elements are semiotic in that they associate forms of expression with forms of content (Groupe μ 1995, cited in Zantides 2014). Vandeloise (1994, cited in Zantides 2014) argues that plastic signs are grounded in a system of oppositions; for example, pertinent contrasts are light/dark, simple/complex, vertical/horizontal, etc.

These elements are often used to create intersemiosis that characterises the whole semiotic phenomenon, which is based on what Jakobson (2001, cited in Zantides 2014) calls intersemiotic translation or transmutation. Transmutation is "the interpretation of verbal signs by means of signs of non-verbal systems" (Jakobson 2001: 139, cited in Zantides 2014). Gorlée (1994, cited in Zantides 2014) claims that the strong points of intersemiotic translation are not information, but novelty and creativity, in short, variance that permits multiple interpretations.

UNIVERSIDAD DE MÁLAGA

According to van Leeuwen (2005: 8), "A good starting point for studying aspects of visual communication is to consider that there is two verbal and visual modes of communication in advertising with complex interaction between them". Kress and Leeuwen (2006: 18) emphasize that images function as "windows on the world", while the textual part of an advertisement usually identifies and interprets these images, loading them "with a culture, a moral, an imagination". Van Leeuwen (2005) and Maier *et al.* (2007) state that the verbal mode and the visual mode of a composition work in cooperation, with one mode either extending or elaborating on the meaning of the other mode. Lemke (2009) proposed that the representation of the verbal and visual elements in a text is realized by means of transitivity in the framework of multimodality. Kress and van Leeuwen (1996:18) claim that "the visual component of a text is an independently organized and structured message, connected to the written component, but not necessarily dependent on it".

All these studies on visual communication are helpful in analysing tourism websites, as commonly this domain is visually intensive due to its multimedia capabilities.

2.1.5. Multimodal discourse and its analysis

Multimodal analysis has been developed from systemic functional linguistics, based on Halliday's perspective on language (Francesconi 2014). Halliday investigated three distinct ways in which language usage creates meaning: the ideational, related to the expression of content; the interpersonal, related to the sender-addressee interaction; and textual metafunction, related to internal and external textual cohesion. Multimodal analysis has extended this meta-functional framework both to visual and aural semiotic systems and to their forms of interplay (Francesconi 2014).

Today, many scholars are concentrated on the impact of non-verbal components on the concepts of discourse with their social dimension investigating broader multimodal conceptions (Kress & van Leeuwen 1996; Machin 2007). It has been proven that the logico-semantic relations of expansion, projection and representation derived from the grammar of language may also be applied to the nonverbal elements of a multimodal text (Martinec & Salway 2005; Unsworth 2006, 2008; van Leeuwen 2005).

UNIVERSIDAD DE MÁLAGA

Multimodality is a theory of communication and social semiotics. It is an interdisciplinary approach that understands communication and representation to be more than about language. Being derived from socio-semiotics, this approach aims at analyzing communication and interaction from a perspective that encompasses different resources that people use to construct meaning. It has been developed to address much-debated questions about changes in society, for instance, in relation to new media and technologies (Bezemer 2012).

According to O'Halloran *et al.* (2011:1), multimodal discourse analysis is "an emerging paradigm in discourse studies which extends the study of language to the study of language in combination with other resources, such as images, colours, scientific symbolism, gestures, action, music and sound". At a methodological level, multimodal analysis provides "concepts, methods, and a framework for the collection and analysis of visual, aural, embodied and spatial aspects of interaction and environments" (Jewitt 2013: 98), and the relationships between these. This field of investigation seek to "identify the influence of mode on meaning within a given context, focusing on co-occurrence interaction between multiple semiotic system" (Baldry & Thibault 2006: 31). Also, multimodal discourse studies are concerned with the design, production, and distribution of multimodal resources in social settings (van Leeuwen 2008). Hence, multimodal analysis is the analysis of communication in all its forms; particularly, it is concerned with texts that contain the interaction and integration of two or more semiotic resources or modes of communication to achieve the communicative functions of a text.

On websites, modes are understood as "multimodal microevents in which all the signs present combine to determine its communicative intent" (van Leeuwen 2004: 8). Scollon and LeVine (2004: 1-2) claim that "language in use is always and inevitably constructed across multiple modes of communication". The researchers believe that contextual factors in the physical spaces where discursive actions take place and the design and sound of the documents in which texts are presented contribute to the interpretation of discourse. The inter-semiotic relations coming from the interaction of semiotic choices, known as intersemiosis, is a central part of multimodal research (Jewitt 2009).

The term "mode" or "modality" is sometimes used in connection with physiological or sensory channels such as seeing (i.e., the visual mode), hearing (i.e.,

UNIVERSIDAD DE MÁLAGA

auditory mode), touching (i.e., tactile mode), tasting (i.e., gustatory mode), and smelling (i.e., olfactory mode). The multimodal nature of the Internet is limited to two modes: the visual and the auditory, ruling out all modes that address the tactile, olfactory, and taste sense. The visual mode of the Internet includes a wide variety of expressive systems: textual parts, typography, layout, and design features. The auditory mode also exhibits a growing diversity of aspects and an importance in website communications (Pauwels 2012). Some scholars differentiate core modes and sub-modes, which give additional meaning to the main modes. Both modes and sub-modes manage a wealth of information and meaning potential in internet media. Whenever at least two modes or sub-modes are involved, we could speak about multimodality (Pauwels 2012).

On websites, the process of composition is responsible for organising the elements into a meaningful whole. Creating coherence between different elements, composition does not only organise the information, but also provides additional meaning through the placing of elements and managing the interaction between them. According to van Leeuwen (2005b), the starting point for composition is the semiotic space in which verbal and visual texts are connected to the sub-modes of colour or/and sound. Lim (2004) presents the semiotic space as a space of integration, where the language and the visuals interact on the levels of content and expression. To analyse composition, it is important to consider the continuous interaction between modes, as the modes possess the capability to modify and manipulate the verbal or visual texts. Different features of a text facilitate disambiguation and help establish what words and phrases refer to (Griffiths 2006). In other words, these features enable readers to understand a message without it being explicitly said (Persson 2012). Where media are concerned, a collection of several modes contributes to how multimodality affects different rhetorical situations or opportunities for increasing an audience's reception of an idea or concept.

The rise of the Internet has greatly changed the discursive practices adopted by businesses. It is crucial for tourism companies to construct a strong, favourable brand identity through the semiotic resources offered in the online environment to increase their competitiveness. According to Qu, Kim, and Im (2011), a brand represents the characteristics and qualities associated with a company that differentiate it from other companies in the target market. They are elements by which a company creates values for itself and others (Gnoth 2007; Költringer & Dickinger 2015) in order to be identified

UNIVERSIDAD DE MÁLAGA

and selected by consumers. According to Machin and Thornborrow (2003: 454), "the contemporary commercial concept of a brand is realized through specific discursive practices" that are various semiotic resources. As "a set of representations and values" (Machin & Thornborrow 2003: 454), a tourism brand should be examined by means of multimodal discourse analysis.

Indeed, contemporary tourism texts are increasingly multimodal (Matheson 2005). Aspects of visual design, including the use of colour, images, and typography, combine with written language to create a semiotic whole. In particular, tourism promotion "carries a heavy proportion of its meaning paralinguistically" (Cook 2001: 74). Cook (2001) argues that language can never be analysed without taking paralanguage into account. According to Cook (2001), written or spoken texts give rise to two kinds of meaning at the same time. On the one side, language is "perceived as sounds or letters (phonology and graphology) which in turn form words and sentences (morphology and grammar) which are in turn perceived as meaningful (semantics)" (Cook 2001: 64). On the other hand, "the substance" or paralanguage, such as voice, tone, body language, letter size, fonts, etc., carries additional meaning alongside the linguistic meaning. Being non-linguistic context that surrounds a literal message, paralanguage influences whether a message is successfully delivered or not. According to Cook (2001: 71), it can either "reinforce or contradict the linguistic meaning".

In promotional tourism websites, intersemiosis captures and holds the users' attention through dynamic images, vivid colours, vibrant sound effects, or appealing fonts (Francesconi 2014). To promote a destination, the positions of textual and verbal units should follow specific rules in a page, as the users scan the semiotic space before taking a closer look at certain units (Holsanova 2006). The readers of tourist promotional texts are superficial readers of the verbal text who focus their attention on title and subtitles, but especially on images since they constitute the essence of this communication. Francesconi (2014: 136) states that "various textual and contextual factors affect the reading trajectory and the meaning-making process: sociocultural background, readers' cognitive and emotional profiles, text genre, layout, salience and text orientation."

The communicative intent of tourism websites is to provide the users with essential information for helping them decide what places to visit and which services to book. Therefore, these websites must be both informative and persuasive; and to

UNIVERSIDAD DE MÁLAGA

achieve this aim, they heavily rely on multimodal elements. Thus, multisystemic analysis is needed when analysing tourism websites that is the approach taken in this thesis.

2.2. Tourism Advertising

2.2.1. Concept of tourism advertising

The term "advertising" comes from the Medieval Latin verb "advertere" signifying to turn towards, to direct one's attention to. Today, advertisements are part of our everyday life; we are constantly exposed to advertising and its language. Although advertising is all around us, we do not often pause to think about its nature as a form of discourse, as a system of language use (El-daly 2011).

Advertising is any form of public announcement intended to communicate about the availability, qualities, and cost of specific commodities or services. The main objective of every kind of promotion is to inform, recommend, persuade, and try to convince an audience to buy a product or service, insisting on its benefits. When marketers produce advertisements, they create catchy and informative materials (Persson 2012).

The main task of advertisers is to transmit a specific vision of the world, presenting a special idea of a particular product or service. Djafarova and Andersen (2008: 293) mentioned that "advertisers promoting a product do not just communicate its qualities and characteristics, but try to communicate what these qualities and characteristics mean to the customer". In promotion, the features of an advertised product are important, but another weighty aspect is the consumer perception of the product. Consumer perception is an approximation to reality, that is to say, to real products. Depending on how they are presented, potential customers will either be immediately attracted or not very interested in them. Therefore, consumer perception is significant as the success of advertising lies on the ability to attract and retain customers.

Similar to other types of advertisement, which are meant to be persuasive, tourism promotion has the same aim. It is an essential source of information for potential tourists. The main goal of tourism advertisements is to portray the beautifulness and uniqueness of a certain place. Tourism promotion engages people in

UNIVERSIDAD DE MÁLAGA

decision-making concerning the destination they would like to travel to (Salim *et al.* 2012). It gives significance to the things, trying to sell emotions, sensations, and experiences that travellers look for. Moreover, promotion allows to destinations to differentiate themselves from their competitors, building their own identities. The function of tourism promotion is to make all the possible efforts to try to make would-be customers become real tourists.

Nowadays, advertising and tourism have a close relation, as the choice of a holiday depends on how well it was advertised or how persuasive the message was. Advertising does not only influence potential tourists' initial choices, but it also influences the length of their stay, which is important for any advertiser. Tourism consumers do not buy products or services, but the expectations of benefits that will satisfy their needs. In order to reach the desired advertising responses, it is important to design advertisements that match these needs (Crisan 2013).

Would-be tourists are not able to try a destination prior to purchase, which results in an inherent uncertainty for them; and thus, promotion plays a pivotal role in tourism than in any other market. The consumers book their holidays on the basis of symbolic expectations established promotionally through words, pictures, or sounds (Morgan & Pritchard 2000). Hence, the key challenge for tourism marketers is to create advertisements that stand out and that get the attention they deserve.

Furthermore, the expansion of tourism around the globe has created new and major challenges for destination marketing. A growing number of tourist destinations around the world have resulted in a similar product offer by different destinations and in a complex and highly competitive global marketplace in which destinations compete for the attention of potential clients. Today, each destination claims to have luxury accommodations, unique attractions, friendly staff, etc.; therefore, it becomes increasingly difficult for destinations to compete merely on the grounds of their functional characteristics. For this reason, in this business, the knowledge on effective advertising in tourism is crucial. To present a tourism product, marketers need to create an efficient positioning strategy. With such vast competition, a destination should be favourably differentiated from other destinations and the uniqueness of this product should be demonstrated to receive a place on potential tourists' "shopping list" (Jorgensen 2004).

To convince potential tourists to visit a particular place, promoters have to create

UNIVERSIDAD DE MÁLAGA

an appealing imagery of a place that would fit the needs and interests of a target market. In this business, it is very important to create a desirable image in tourists' mind. Therefore, the messages of tourism advertisements convey the main tourist attractions, using different language techniques, putting some pictures, employing video and sound effects to persuade the visitors. These elements are coherent in the created communication and turn a place's advantages into an exclusive and desirable destination. This kind of promotion is often emotionally loaded because it must appeal to clients' personal reasons and expectations.

Before tourists select a destination**,** they must be aware of the destination and have interest and desire to visit it. Nothing will convince potential tourists to visit a destination unless they possess a desirable image of that destination. Destination image, which represents the consumers' expectation of the experiences, plays an important role in the decision of tourists to visit a destination as this determinant has a great influence on tourist's consumption behaviour. Morgan and Pritchard (1998) remarked that there is a clear relationship between a positive image of a destination and positive purchase decisions. If the image is carefully positioned in the minds of potential tourists, it will evoke unique emotions that will differentiate the destination from its competitors and persuade tourists to visit the place.

According to Moscardo (1999), personal experience often shapes and directs visitor attention. Therefore, it is crucial for tourism promotion to create personal connections with customers, which can be a means of gearing them to match the interpretation with their needs and interests. For example, tourism promotion can result in personal connection to the clients through the use of examples of everyday lives, a conversational style in advertisement, and similes to explain facts in everyday terms (Moscardo 1999).

Furthermore, to be competitive in the tourism industry, destinations have to diverse their commodities. Today, culture is one of the promising commodities in the tourism industry and is represented in tourism materials to realize a destination image.

The recent Coronavirus outbreak has had far reaching impacts on this industry; consequently, the promotion in this sector has presented some changes in the strategies of transmitting messages. In today's serious environment of virus fears, tourism marketers try to ensure that the tone of the promotional materials is appropriately respectful for the current situation, as customers want to hear from trusted brands that

UNIVERSIDAD DE MÁLAGA

acknowledge the present climate. Therefore, stories of social responsibility, increased cleaning standards, and inspiration to travel in the future are actually the principal messages that tourists receive from marketing materials since they are now looking for reviews based on their safety concerns.

The goal of tourism promotion is to convince potential customers to choose to visit a particular place by projecting an appealing image of it. Usually, the promoted attractions of destinations are very well thought and designed by marketers. Furthermore, it is important to choose the right diffusion channel to spread these messages, and the Internet is one of the best and effective ways of distribution of information.

Travellers have become more and more demanding when searching for information about destinations. This is the reason why tourism marketers need to take into account the various aspects of tourists' demands and to adopt effective marketing strategies to attract and persuade them to book that particular services (Manca 2008). The promotion does not mean just describing a place, but also embedding strategic, linguistic, and cultural elements that will fascinate travellers and determine the success of the promotion (Stellin 2013). As the tourism industry is highly competitive, especially in the context of the COVID-19 crisis, tourism marketers constantly review and revise their marketing goals, plans, strategies, and images.

2.2.2. Digital tourism promotional materials

The constant development of the Internet has changed the way in which people search for information. Today, the web-based media has become the instrument for sharing and storing information, as many documents that have until recently been or still are in paper have been digitalized. Tourist materials are not an exception of this digitalization; tourist destinations have also taken advantage of the huge possibilities offered by the Internet technology, creating websites for their promotion. As Pierini (2009: 95) states: "the tourism industry is a global enterprise that has captured the relevance of the Web as a new mass medium for contacting potential receivers all over the world and promoting tourist products both in domestic and international markets". Indeed, the immediacy and visual potential of the digital space are great benefits for the tourism sector to communicate to the widest range of tourists and to attract them to visit

UNIVERSIDAD DE MÁLAGA

destinations. Nevertheless, the decisive element to cause an attractive effect in the audience is a clever use of persuasiveness. To motivate travellers, the language used in promotional materials should convince them to visit the places that are presented as attractive destinations.

The spread of the Internet does not only have a strong impact in the world of tourism but also in its language. In paper tourist guides, marketers can use an essentially referential language and adopt descriptive techniques to present information that promotes a destination. In the case of digital promotional materials, the informative function of discourse is enhanced with the element of persuasiveness. As digital promotional materials combine the strength of promotional texts with the flexibility and interactivity of the media, communication through the network has created new alternatives in the experiences of recipients. Basically, the network has given a new boost to the dissemination of tourism promotional materials, turning them into useful information for tourists (Navarro *et al.* 2008).

In the tourism industry, e-marketing is now the dominant marketing mode because the net is an excellent promotional medium and an essential source of information for potential tourists. The circulation of data within the Internet has strengthened the market power of tourism companies. Offering new opportunities for competition, the Internet with its constantly updating and simplified processes turns online advertising into a unique marketing opportunity. In this particular industry, online advertising is essential to gain customers and to make profit, as the Internet works as a dynamic mediator of information, enabling tourists to virtually experience a holiday. According to Cooper *et al.* (2008), the increased use of the Internet and electronic commerce has had positive effects on the tourism sector. "Information communication technologies (ICTs) have been changing the global tourism industry rapidly. The implications of the internet and other growing interactive multimedia platforms for tourism promotion are far reaching and alter the structure of the industry." (Buhalis & Deimezi 2004: 104).

50% of European tourists considered websites as "the most important source of information when making a decision about travel plans" (Fernández-Cavia & Castro 2015: 168). Official tourism destination websites play an important role not only in providing potential tourists with information about destinations, but also in creating positive destination images and attracting tourists to the destinations. As described by

UNIVERSIDAD DE MÁLAGA

Fernández-Cavia and Castro (2015: 168), destination websites are "complex communication tools, which impact on several levels, from destination management to destination promotion and commercialisation". Tourists who want to know about places, lodgings, transportation, real time traffic, and activities in a given place have at hand a multiplicity of social networking services and websites that help plan and organize their trips online (Xiang *et al.* 2015). Hence, a website is a suitable approach for the creation of a strong brand and one of the most powerful tools for the conversion of the website visitors into staying guests. However, projected and perceived images, which are influenced by online marketing strategies, do not convey the true identity of a place but its staged identity, as using web resources, potential tourists are engaged in an interactive social process, where fantasy and emotions also play an important role (Decrop & Snelders 2004).

Tourism websites have evolved from being a portal to display static information to more complex and complete where a number of actions can be made with just a few mouse clicks. These all-in-one stop solution websites facilitate communication with potential travellers and reinforce positive images and brand values of destinations (Kim 2008). Searching for information online, tourists can analyze and compare different destinations before making a decision. "By going through this process and collecting all this information, the consumer creates an image or mental portrayal" of the travel experience of a selected place (Govers & Go 2009: 6).

The Internet is a tool that is easy to access, can save time, and easy to use. Digital texts have anchors, such as links, buttons, and fields, which enable users to act upon them. Visiting tourism websites, the users are usually provided with useful information such as the possibility of booking a room online, checking availability and prices, and reading about and seeing the main features of a destination all thanks to detailed descriptions, photos, videos, etc. Moreover, tourists can find contacts, maps, and sometimes forums where guests are able to leave their opinions and advice. A typical hotel description usually contains the following sections: the name of a hotel, overview and location, bedroom description, facilities and services, cuisine, sport, and entertainment. Therefore, tourists can today find important information in a pre-trip phase about a destination; and in a post-trip phase, they can write a comment or reference about this place, becoming co-producers in creating a tourism product.

UNIVERSIDAD DE MÁLAGA

As a consequence, the Internet has radically changed the discursive practices adopted by the tourism sector. Nowadays, the construction of a strong, favorable brand identity through the semiotic resources offered in the online environment is essential for tourism companies seeking to increase their competitiveness. In addition, a global audience can be reached via the Internet; and therefore, almost all tourism websites are available in several foreign languages besides their native language, among which English is very important. "In today's competitive tourist market, creating a website is no longer an option but a necessity for destination marketing organisations" (Li & Wang 2010: 537). This multimodal approach offers different linguistic and non-linguistic devices for attracting the potential tourist's interest.

The huge amount of tourism online information has led tourists to experience difficulties in finding the relevant information (Pan & Fesenmaier 2000; Lee & Gretzel 2012). In the online environment, the over-saturation of information makes it difficult for tourists to locate the right piece of information. Therefore, they are sometimes driven to make very quick decisions (Kim & Fesenmaier 2008). The dilution of informational value caused by the relatively large number of information sources available online have raised the question of possible ways to attract the users' attention, retain them on a website, and influence them to act. Identifying the techniques to optimise persuasion in an online tourism context may contribute to better results for tourism companies. Tourist destinations need to understand the full potential of this digital tool in order to succeed at electronic marketing, as implementing persuasive techniques in website design may have a positive impact on triggering the users' attention (Lee & Gretzel 2012; Xie, Kerstetter, Mattila, Buzinde & Morais 2012).

2.2.3. Tourism advertising as a type of discourse

As a rule, advertising is the primary tool that most businesses deploy to reach out to potential customers. Advertising is a system of language use which aim is communication. Being a unique genre, advertising communication presents a distinct set of language rules that use various mechanisms to attract the attention of a target audience. Language is considered as a means to achieve certain marketing objectives that tries to get to a target market as easily as possible. As Blanco Gómez (2012) puts it, when creating an advertisement, there are many variables to consider.

UNIVERSIDAD DE MÁLAGA

Before the COVID-19 pandemic, tourism was one of the greatest worldwide economic activities and social interaction (Reisenger 2009). As a result, the discourse of tourism is now one of the most common and widespread public discourses. Tourism advertising is a text addressed to an audience that informs about the qualities of a place and suggests the readers to visit it (Fischer 2000, cited in Sastre Ferreira 2014). The methods employed in tourism language to encourage tourists to visit an advertised destination acquire a vital relevance. Consequently, tourism discourse is a combination of transmission of information and persuasiveness. According to Dann (1996), tourism language is a language that controls society.

Tourism advertising presents the benefits of a tourism product or service, motivating tourists to purchase it by creating a necessity in them. Tourism marketers achieve this by means of persuasive communication developed in their tourism promotional material (Sastre Ferreira 2014). Emphasizing the qualities of a destination, tourism promotional materials try to create an embellishing language that predisposes tourists to be moved. Tourism language utilizes real events transforming them in an aesthetic depiction of reality. Dann (1996: 8) claims that "reality and authenticity itself were covertly staged as tourism became increasingly institutionalized and commercialized. What the tourist believed was the real thing is one that had been manipulated by the tourism establishment". Through tourism discourses, branding of a tourist destination can be developed to enhance the destination image (Hallett & Weinger 2010). According to Dann (1996: 2) the aim of tourism advertising is "to persuade, lure, woo, and seduce millions of human beings, and in so doing, convert them from potential to actual clients".

As every field has its own language, tourism has a discourse of its own. The tourism industry has developed a powerful language to aid the participants within the field to deal with its great variety of functions and aspects. Tourism promotional language does not manifest a well-defined content, as a vast range of disciplines influences it. It is a specific language that is not a monolithic entity since it shares the following set of properties with other specific languages: it is structured and has specific lexis and grammatical rules, it always conveys a message, it has a heuristic and semantic content, it operates through a conventional system of symbols and codes, and it may also contain elements from dialects and different registers and genres (Cesiri 2015).

UNIVERSIDAD DE MÁLAGA

Since promotional texts for destinations follow a specific and specialized language, they are not created by accident. The "loaded" form of tourism language (Leech 1972, cited in Crişan, Bolyai & Cantemir 2016) helps inform, persuade, and sell thus changing tourists' opinions, choices, and points of view. It is more emotional and appealing, as it relies on the connotative aspects of language. In order to persuade, this type of specialized discourse applies diverse linguistic techniques and stylistic choices of influence, which help transmit the values of a place (Cappelli 2006; Gotti 2006).

Tourism advertising language of is also considered as rhetoric since it implies the power of marketing specialists over the addressees. Tourism discourse describes a reality that has to be perceived by potential tourists as authentic giving them the illusion of really living an "off-the-beaten-track" holiday experience (Maci 2013: 21). It is also referred to as narrative, since it is analogous to storytelling. These features create an image of a destination and also stimulate the need to travel to that place, providing the destination with competitive advantages (Huertas 2014).

Tourism discourse mediates the relationship between tourists and destinations by manipulating not only linguistic resources, but also various kinds of visual and audio-visual components to persuade potential consumers and convert them into actual clients (Jack & Phipps 2005). Skibitska (2013) remarked that tourism web discourse could be regarded as the combination of verbal and non-verbal signs pursuing the objective of informing, convincing, and luring the target recipient. Therefore, these texts are characterised by a network of interrelations in which both verbal and iconic elements are combined to meet the tourist's expectation (Maci 2013). Tourist electronic texts are vivid, expressive, persuasive, and iconic at the same time, as new internet modes have appeared. These components are the factors that create tourism discourses that are able to project the image and identity of specific destinations (Adams 2004; Jørgensen 2004).

Tourism advertising language has always been known for its use of visual signs. According to Arens *et al.* (2013), visuals contribute to an advertisement's success as they capture the readers' attention, arouse their interest, and create a favourable impression of a tourism product. McQuarrie (2008) claims that advertisements use visual-based signs more than lexical signs. Larsen (2008) demonstrated that images form a more prominent component in promotion and the space devoted to images generally dominates the space devoted to words.

Buchanan-Oliver and Bulmer (2006) claim that visual communication affects

UNIVERSIDAD DE MÁLAGA

linguistic communication in promotional persuasive messages that consist of both visual and lexical signs. The study of Van Enschot *et al.* (2008) emphasises that advertisers have a more aesthetic approach usually by means of visual communication rather than expressing something directly and literally. The created meaning of these visual and lexical signs represents belief and worldviews to influence the way the target audience relates to their world.

According to Berger (2004: 71), tourism advertisements are "a genre of communication that use words and images to convince people exposed to the advertisement to purchase the product or service being promoted". Following Francesconi (2014), the visual and verbal codes of promotional messages give rise to two different kinds of representations: visual representation and verbal representation. Perceived by tourists, they transcend the real image of a destination and create another textual presence that aims to orient and manipulate through promotion. Hallett and Weinger (2010) remarked that in advertisements both texts and images are equally important: language usage and visual elements are the significant factors constructing tourism discourses.

Tourism promotional verbal texts present a specific nature. The vast majority of specific vocabulary belonging to many disciplines turns tourism language into a multidisciplinary one featuring a great lexical variety. The most visible feature in this specialized discourse is terminology that differentiates it from other specific languages. According to Hoffman (1998), specialized lexicon can be divided into three different categories: specific vocabulary with highly specialized terms; common specific vocabulary with words which have been subjected to semantic restriction; general vocabulary with words which have not been subjected to semantic restriction.

Following the study of Velasco Sacristán (2006), tourism texts contain regular linguistic features, which are mostly morphological, lexical, and syntactic, such as the use of foreign names, complex noun groups with heavy premodification, adjectives in noun premodified patterns and in the comparative and superlative forms, verbs in the indicative mode and/or in the present tense, neologisms or borrowings. The authors of tourism texts use imperative sentences, direct or hidden orders, leading and prompting questions. As Biber, Conrad, and Leech (2002) state, the language of tourism is overloaded with imperatives and directives, whose function is to urge the addressee to do something (or not to do it). It is important to mention slogans in tourism advertising

UNIVERSIDAD DE MÁLAGA

as a tool needed in creating a destination image; thus, they have a major role in attracting and persuading potential tourists or customers. Furthermore, tourism discourse relies heavily on hyperbolic language to meet the objectives of advertising. To maximize their persuasive power, tourism websites are also found to be loaded with hyperbolic language. Therefore, tourism language is characterized by stylistic choices and linguistic strategies of persuasion (Cappelli 2006; Gotti 2006). In this type of discourse, the presence of syntactic, lexical, and stylistic choices is never casual; it is highly selective. They reflect intention of impressing, attracting, and promoting (Zuliani 2013). Speaking only in positives and glowing terms, the undesirable is always hidden (Dann 1996).

As Gotti (2003) puts it, tourism promotional language tends to be similar to everyday language, as travellers do not need a high level of specialization to understand it. Therefore, tourism language can be best described as a language comprising components taken from everyday language along with elements referring to specialized concepts (Gotti 2003).

Analogously to the findings from the textual analysis, it is observed that in tourism discourse visual materials are also highly selective to emphasise the most positive aspects of a destination. Velasco Sacristán (2006: 67) states that "advertising English incorporates social and emotive use of language in many of the images it uses". Visual representation in the form of photos and videos plays an important role in convincing customers to visit a certain place. Usually, they are considered to be the best device as they are a powerful medium that brings the situation to life and encourages tourists to book a room at a destination hotel.

The tourism sector presents a well-structured and powerful language that deals with its great variety of aspects and functions. In the case of tourism promotion, successful travel information must be both informative and persuasive; therefore, the marketers rely heavily on the use of words, images, and different other features to achieve this aim. Destination image is one of the prime motivators for potential customers, and tourism language plays a significant role in the image creation process. In addition, Dann (2001) argues that without advertising discourse, there would be very little tourism.

As all languages have to be learned, tourism language also requires a process of research for those who generate it to build successful marketplace strategies. For better

UNIVERSIDAD DE MÁLAGA

analysing tourism discourse from the persuasive point of view, it is more than important to pay attention to various aspects which almost each tourism website involves to create persuasive units. Considering these details will give an opportunity to look at the modern nature of tourism advertising language and understand where this persuasive effect come from.

2.3. Art of Persuasion

2.3.1. Concept of persuasion

Since persuasion is the principal issue of this research work, it is important to discuss what this term actually means. Persuasion is an important element of human communication; it is essential in almost any type of social interaction from business negotiation to conversation with friends and family. Therefore, people are heavily influenced by persuasive communication, since persuasion, as a communicative strategy, is usually present in everyday situations.

The Oxford English Dictionary defines persuasion as "the addressing of arguments or appeals to a person in order to induce cooperation, submission, or agreement". That is to say, persuasion is a "manipulation designed to produce action in others" (Lerbinger 1972, cited in Sastre Ferreira 2014). The concept of persuasion can be dated back to Socrates who linked persuasion to rhetoric. Aristotle defined rhetoric as "an ability, in each particular case, to see the available means of persuasion" (Kennedy 2007: 37).

Persuasion is characterised as an intention of a speaker to convince interlocutors involved about certain opinions. According to Reardon (1991, cited in Legget & Rosanas 2008), persuasion guides people towards the adoption of attitudes, beliefs, or behaviours preferred by a persuader through reasoning and emotional appeals. A successful persuasive message creates conviction that is a strong belief in something. Following El-daly (2011), conviction is usually built when proof is provided or an argument is delivered effectively.

All language use can be regarded as persuasive since this value is given to "any message that is intended to shape, reinforce, or change the responses of another or others" (Roloff & Miller 1980, cited in Sastre Ferreira 2014). Halmari and Virtaen (2005: 5) interpreted persuasion as "those linguistic choices that aim at changing or

UNIVERSIDAD DE MÁLAGA

affecting the behaviour of others or strengthening the existing beliefs and behaviours of those who already agree". As van Eemeren and Grootendorst (2004) put it, apart from the employment of specific linguistic strategies, which achieve seduction and emotional charge, speakers utilize argumentation that refers to a social and rational activity and that provides reasons for accepting or refusing an assertion with the ultimate aim of convincing their audience about the acceptability or unacceptability of this specific assertion. As a rhetorical act, persuasion involves the selection and arrangements of the stylistic resources and devices that serve to bring a certain perspective and make interlocutors believe in something that persuaders themself may or may not believe in (Soring 1989, cited in Basarati & Razinejad 2016).

In growing large-scale societies, persuasion is an important feature, as the ability to influence people to follow the initiatives of others is a key mechanism for creating organized social systems (French 2008). Language, written or verbal, is a substantial contributor to the creation of effective persuasion materials, the manipulation of which can have a strong influence on the effectiveness of persuasive communication.

According to classical rhetoric, persuasion arises from a combination of three forms of appeal. They are termed as logos (i.e., appeal by logic), ethos (i.e., appeal by character, ethics), and pathos (i.e., appeal by emotion). Logos is a way of persuading an audience with reason, using facts and figures. Ethos is used as a means of convincing an audience via the authority or credibility of the persuader, who can be a notable or experienced figure in the field or just a popular celebrity. Pathos is a way of convincing an audience of an argument by creating an emotional response to messages.

In order to achieve persuasion, these three forms of appeal should be combined in an appropriate manner, making a communicated utterance persuasive. The understanding of persuasion begins with a communicator and an intention to persuade, since it is a planned effort to construct the message in such a way as to make it convincing. However, the intention to persuade interlocutors through using all the means available does not mean to succeed in this endeavour. As Gulbrandsen and Just (2016) state, a message may be beautifully crafted with an impeccable reasoning, the speaker can be the right figure to deliver the message, and yet the communication may fail in having the desired effects on the audience.

UNIVERSIDAD DE MÁLAGA

2.3.2. Rhetoric for modern world by Robert and Susan Cockcroft (2005)

Robert Cockcroft and Susan Cockcroft (2005) present an introduction to rhetoric, adapting the teachings of ancient rhetoric to the present day and making changes to the terminology of three proofs of persuasion. Aiming to reflect the difference in the concepts and represent a broadening of the term, the authors discuss personality and stance instead of ethos. Personality is related to something interactive and reflects group values. It links the speaker's individuality with the act of persuasion. On the other hand, stance refers to the persuader's position on a certain issue and the persuader's ability to be aware of the current state of opinion and of the needs or pressures of the audience. Stance plays an important role in literary texts since it expresses the narrative voice, which is the most central and interesting aspect of literariness. In literature, stance is mainly transmitted by textual means, such as the use of pronouns.

According to Cockcroft and Cockcroft (2005), ethos is an interactional skill, the modern counterpart of which is image. Image is a quite complex concept that includes very different things, such as social class, education, life-style, ideological position and attitude, etc.; also, it is manifested through appearance, clothing, body language and other things. Ethos plays a central role in promotion, where image is like a social mirror where marketers project an image of an advertised product, real or fantasized. Image is of great importance in the persuasive situations of the tourism promotional world. Tourism written persuasion, which mainly takes place through a web space interaction, depends heavily on verbal and non-textual features of the communicative processes.

Physical appearance is actually quite an important issue that should not be dismissed in analysing persuasion. Appearance or physical attractiveness influences attitude change and facilitates persuasion. In particular, physically attractive communication through a website is evaluated as being more interesting, strong, and having better interactive skills than unattractive communication. It is consistent with the stereotype "what is beautiful is good". When combined with other components, such as argumentation or expertness, physical appearance does not affect persuasion to the same extent. Expertness is the strongest of the three categories, enhancing persuasion more than appearance and argumentation. Expertness is also the component of ethos, since it provides a professional image, which is a form of status.

UNIVERSIDAD DE MÁLAGA

Robert and Susan Cockcroft (2005) rename pathos to emotional engagement. Emotion is the centre of rhetoric since without emotion persuasion does not really take place. To distinguish persuasion from conviction, the studies of rhetoric introduce the presence or absence of emotion. Persuaders actualise emotions through the creation of scenes in the minds of the listeners, which are realized through the use of graphic language and choosing right words.

The authors present logos in two different chapters: "Reason: the Resources of Argument" and "Reason: Choice and Judgement". They divide the third proof following the distinction between invention and judgement. The authors discuss the difference between the two processes and the double nature of the act of reasoning. The two operations imply the way of thinking up arguments on a given topic (i.e., invention) and the evaluation on the appropriateness of those arguments or of the opponent's arguments (i.e., judgement). Robert and Susan Cockcroft (2005) relate the models of argument to the idea of schema that would include the concepts of schemata, plans, goals, and scenarios to the practice of rhetorical structure. The issues related to the second reasoning operation, judgement, have to do with how people identify and address the issue of a speech or a text.

The persuasive process is successful when the three proofs become ordered in a discourse. It has to do with the arrangement of the material prepared by the authors in order to construct a persuasive discourse. Robert and Susan Cockcroft (2005) present a classical proposal of ordering, where the arrangement of arguments could result in a sequence of up to seven stages. An introduction, a presentation of the point of issue, and a conclusion are always required, responding to the demands of ethos, logos, and pathos, respectively.

The three structural principles are presented as the components of persuasive discourse. The concepts have been modernised to make them relevant to the modern world. Moreover, the authors describe persuasion as dialogic or interactional since persuasion is seen as a process that involves authors and readers or persuaders and audience, rather than a technique prepared and thought out by senders. The interactional nature of persuasion is particularly evident in the second component, ethos.

UNIVERSIDAD DE MÁLAGA

2.3.3. Persuasion in tourism promotion

As discussed in the sections 2.2.1. and 2.2.3, the most important component of a promotional process is persuasion. Any type of advertising attempts to influence consumers in favour of purchasing an advertised product or service; therefore, promotional materials present some kind of persuasive discourse. Nevertheless, when the advertising world started, its function was to inform the potential customers about the different features of a product or service. Over time, advertising language has become highly persuasive through adapting influential techniques. Today, any good advertisement draws attention to itself, sustains the interest, is familiar, and prompts the right kind of action (Hardin 1999). The aim of persuasion in advertising is mainly memory, force, and participation, as memorability and selling power leads to participation.

With reference to the functions of tourism promotional language, the referential or informative function is always the main one, as the goal of tourist texts is to describe a country, a region, a product, or a service, etc. On the other hand, tourism promotional materials use language to manipulate reality. Hence, the other predominant function in tourist texts is a vocative or persuasive one. Persuasion is needed to influence potential tourists and to encourage them to buy a tourism product. According to this, Fuertes-Olivera *et al.* (2001) described promotional materials as something similar to a continuum of different functions between informing potential customers and persuading them.

The persuasive power of tourism promotional language is very much experienced both in printed and visual media advertisements. Tourism marketers only speak in positive terms of destinations they promote, relying on powerful discourses that shape world-views of each place. Therefore, before arriving at a destination, tourists already have a mental image of what it looks like. Without attractive imaginaries, there would be very little tourism at all.

Tourism advertisers use rhetorical devices, techniques, and strategies to achieve their goals. Through the tools of persuasion, verbal messages deliberately intend to move their audiences and change their attitudes. The persuasion of tourism promotional language is highly expressed in style, grammar, and word selection to affect tourists. Clarity is the most important feature in this discourse that is based on simplicity in language (French 2008). The persuasive functions are also expressed by using pictures,

UNIVERSIDAD DE MÁLAGA

photos, symbols, etc., that is non-linguistic or non-verbal elements. According to Echtner and Prasad (2003), a combination of linguistic and supporting visual elements in tourism materials creates, codifies, and communicates certain mythical experiences.

In terms of internet tourism marketing, persuasive promotion includes how a webpage is designed. Elements such as layout, copy, and typography combined with right promotional messages encourage website users to follow pathways leading to taking specific actions, rather than giving them free choice in how they can interact with websites. E-commerce tourism websites use these persuasive marketing techniques to ease the process of converting visits to sales.

Tourism promotional materials are structured communication that helps control the order of dialogues or how information is presented to consumers (Dann 1996). The goal of this planned conversation is to encourage an impulse in tourists and make a call to action after that impulse has been raised to its highest point. In website design, it means that homepages do not immediately seek sales, but instead present the initial messages that encourage further exploration of websites.

In the tourism industry, storytelling is an integral part of content marketing strategies used to promote and differentiate destination brands in an online crowded marketplace. The technique creates a wonderful story that can convince, persuade, and inspire audience to visit a destination. Tourism products and services together with employees are all part of tourism marketing stories that use a narrative framework to invoke tourists' emotional and subconscious responses. Indeed, stories can help present facts in an interesting and memorable way to engage all types of audiences.

Tourism marketers use storytelling to inform their customers about a location or country, tour guides, cuisine, and specific customs and culture. Such stories can motivate tourists and help persuade them that inevitably lead to more bookings. Narratives of destinations constitute an element of global tourism discourse where themes connected with tourism merge with topics related to cultural and social life (Dann 1996, 2011).

In tourism marketing, a story can be told in different ways. New digital technologies have provided options for storytellers to supplement their verbal narratives with photos, films, music, voices of nature, street sounds, etc. Additionally, live messages contribute to blurring the boundaries between the stages of virtual and actual

UNIVERSIDAD DE MÁLAGA

journey. Storytelling in digital form gives a paced and exciting narrative structure to contents that creates rich content for involving an extremely wide audience.

Digital storytelling with visual elements creates something that people want to interact with. Attractive visuals, photos, or videos provide the possibility for an instant transmission into beautiful reality. In the travel industry, images are a key to giving tourists a preview of destinations and tourism services. Visual storytelling a crucial feature when trying to get tourists interested in a region (Kersic 2017).

The use of new technologies allows this technique to reach a far greater level of effectiveness, as people can join in the storytelling process. The technique facilitates the development of relationships, enriches tourist destinations and attractions, helps explore a local culture, shows an authentic experience, and thus impacts positively on engagement.

Furthermore, as presented in the sections 2.1.3 and 2.2.2, the major feature in tourism marketing is testimony from other travellers that leads to persuasion. Typically, destinations display customer testimony on their websites, posting the photos and recommendations of their happy and satisfied customers, so that new customers are able to associate themselves with these figures.

Finally, culture is an important factor of the persuasive power of tourism promotion, as tourism behaviour is largely affected by cultural background. According to Litvin, Crotts, and Hefner (2004), culture influences both motivational processes and communication preferences; the same fact was revealed in the studies of Oyserman and Lee (2008). In this case, motivation initiates, gives direction, and determines the intensity of all behaviour (Phan 2010). Behaviour is the result of both born characteristics and acquired characteristics shaped by society (Franzen & Moriarty 2008; Hsu *et al.* 2008). Literature states that motivational aspects can be identified on a national basis (Kim & Lee 2002). According to Hua and Yoo (2011), motivation is influenced by culture, and there are differences in travel motivation between people from different cultural backgrounds (Kim & Lee 2002; Kozak 2002). Therefore, culture is generally included in a tourism context that is a reason for buying a tourism product, which is meant to develop conviction (El-Daly 2011). When a motivation is sufficient, tourists may change their behaviour, selecting a suitable travel destination (Fog 2009).

The use of promotional materials in tourism has an enormous power over

UNIVERSIDAD DE MÁLAGA

tourists, since this discourse presents a wide range of persuasive techniques to encourage consumption. Any text produced with the intention of selling a tourism product or service intends to guide tourists through the process of persuasion. Hermerén (1999) compares advertising with the process of persuasion and divide it into four components: comprehension, acceptance, attitude change, and retention of a message. According to Egorova (2014), the effect of a persuasive message is shown in the tourists' assessment of information given in a message.

2.3.4. Cialdini's (2001) persuasion techniques in tourism website design

Currently, there exist some researchers that have investigated persuasion techniques to influence people. It is worthwhile taking into consideration the studies of Cialdini (2001) who proposes six persuasion techniques, namely, reciprocation, commitment and consistency, social proof, liking, authority, and scarcity. He claims that once persuaded, people may react automatically without conscious thought. These techniques are widely used in the advertising domain; consequently, they are found in tourism promotional materials and will be helpful in this research study.

1. *Reciprocation.* The technique is about giving something or doing a favour for customers without expecting anything in return. This situation creates a form of relationship between promoters and customers, making the latter feel obligated to repay the favour. In the case of promotional tourism websites, they may offer complimentary gifts to attract potential tourists, and no expenditure is required.

Pelaprat and Brown (2012) discuss that promoters may offer some kind of recognition to customers as a gift, and the latter will provide their time in return. In this case, this symbolic gift aims at facilitating a communication with potential customers and, as a result, gaining a profit from them. For example, web designers may provide an online wall for customers' recommendations or comments, which in the end could make possible for them to be recognised as valued clients. In return, these people would offer their information, acting as promoters or contributors to promotional materials. As it was discussed in the sections 2.1.3, 2.2.2, and 2.3.3, this technique is now widely used in digital tourism promotional materials to achieve persuasion.

2. *Commitment* and *Consistency.* Generally, people are bound to make a decision based on previous commitment, and they are consistent with what they think and do. As

UNIVERSIDAD DE MÁLAGA

a rule, past actions reflect on the next one. For example, a customer has a chance to describe a product criterion, and the seller, in return, presents some suitable products. In this situation, the customer feels obligated to buy at least one of the offered products. The reason is that people have some kind of an obsessive desire to appear consistent in what they think and do. To engage the users, tourism websites may allow them to request for information, and consequently, persuading them to remain on the sites would be much easier. In this case, search tools are important on websites to allow customers to seek for information about destinations. This information must be properly arranged so that the websites can be considered as solution centres, and no further search for information is required.

3. *Social Proof.* Tourists usually search for cues from others when they become uncertain about a destination. Thus, providing evidence of what other tourists experience can serve as a social proof that it is worth to be imitated. The technique can influence the users of tourism websites to repeat the same actions. For example, providing evidence that other people have travelled to an interesting place can lead to persuasion. This technique works better if an evidence is provided by a person who is close to the targeted audience. In 2011, a research conducted by TRAVELSAT showed that 38% of travellers admit that they mostly listen to other people's reviews of a destination (Ibrahim, Shiratuddin & Wong 2013).

4. *Liking.* Since tourists imagine what a destination is like using bits of information or images that they have viewed, tourism websites try to create favourable and relevant images. Forming an expectation of a place, the mental images can help tourists decide. In order to assist travellers to build positive mental images, designing a website that can encourage tourists' liking is a good approach. For example, tangibility can help increase the level of liking and interest. On websites, visuals that can be clicked, resized, or manipulated form relationship between users and visual interfaces. Such interactivity is used to improve the persuasiveness of websites. The liking technique can also be provided with positive messages and pictures. For instance, an image of a satisfied customer can be a good trigger.

5. *Authority.* People tend to trust and copy authoritative figures. Sources of authority can be celebrities, a leader of an organization, or even materials such as uniform, food, money, etc. For example, messages from a person wearing a doctor's uniform are considered to be important and reliable. In tourism promotional materials,

UNIVERSIDAD DE MÁLAGA

celebrities can draw much more attention than just an image of an unknown figure.

6. *Scarcity.* The technique is very popular in advertising, as perceived scarcity can generate demand. For example, incorporating offers for a limited time into tourism websites can trigger or instigate tourists' awareness that they must act fast that, in turn, encourages bookings.

According to Ibrahim, Shiratuddin, and Wong (2013), reciprocation, commitment and consistency are techniques that can initiate communication and build relationship between destinations and tourists. Credibility and confidence can be built with authority and social proof techniques. And finally, tourists' emotion, interest, and attention can be triggered with liking and scarcity techniques.

2.3.5. Sociolinguistic perspectives on tourism literature by Dann (1996)

Tourism language is rhetoric, implying an art of persuasive speaking or writing. In this discourse, freedom and control is simultaneously exercised (Dann 1996). Indeed, the use of tourism promotional materials on websites has an enormous power over tourists due to the information they provide and specific discourse forms they employ to establish social control.

In his book *The Language of Tourism: A sociolinguistic Perspective* (1996), Dann distinguishes between four sociolinguistic approaches to tourism and its language. He explains that, in order to analyze tourism language, the researchers of this field need to look at tourism from one of the four major sociolinguistic perspectives: the authenticity perspective, the strangerhood perspective, the play perspective, and the conflict perspective. These major theoretical approaches have received much attention among tourism researchers and academics, as they are helpful in understanding tourism language as a social phenomenon. For example, Cappelli (2006) claims that these perspectives are adopted in tourism materials to entice potential customers and encourage them to book a holiday.

1. *The authenticity perspective.* Authenticity is clearly manifested in tourism language. It has been the object of the principal concern among tourism researchers, as the primary motive for tourists to travel is a search of authenticity. The issue of authenticity plays a significant role in the studies of tourism discourse since the rhetoric of tourism is "full of the manifestations of the importance of the authenticity of the

UNIVERSIDAD DE MÁLAGA

relationship between tourists and what they see" (MacCannell 1989, cited in in Dann 1996: 10).

Actually, the authenticity of a place is artificial, used as a trigger for tourists. Destination marketers commercialize signs to present the main attractions of destinations for tourists in a pre-trip phase, giving the impression of authenticity through the use of images and words, which make tourists feel as though they are part of an authentic experience (Dann 1996).

Generally, tourists looking for authenticity want to experience local cultures and traditions. According to Taylor (2001), the more authentic a tourism product is, the higher is its value. Authentic holiday experiences are important elements in tourists' choice of destinations; they prompt desire to visit a place. Therefore, tourism promotional materials incorporate certain elements of authenticity into destination images. For example, verbally, authenticity is realized through the abundant use of adjectives such as "typical", "original", "real", "true", "authentic", etc.

2. *The strangerhood perspective.* The approach emphasizes that a driving motivation for travelling is the search of strangeness and new experiences. Tourists are "interested in things, sights, customs and cultures different from their own, precisely because they are different. Gradually a new value has evolved: the appreciation of the experience of strangeness and novelty" (Cohen 1972, cited in Dann 1996: 12).

Tourism promotional materials adopting strangerhood perspective convey images that are different from tourists' own reality. The technique corresponds to the concept of "magic" described by Cappelli (2006); it transforms reality into something different, generally better, encouraging travellers to distance themselves from their day-to-day lives. In advertising, a "magic" atmosphere is realized through images, but especially with certain lexical choices such as "escape", "another world", "magical", etc. that often function as a metaphorical linguistic expression for movement in space or time (Cappelli 2006).

3. *The play perspective.* The technique offers tourists a game that provides them with special experiences, without matching cultural and natural conditions of the visited destinations. In this case, tourists are invited to experience a holiday as a spectacle or a special event by showing its ludic part. Therefore, actual locations, attractions, and cultures become less important, they are only used as a show (Dann 1996).

UNIVERSIDAD DE MÁLAGA

4. *The conflict perspective.* The approach focuses on the manner destinations are portrayed in promotional materials and the power relations that form part of tourism imagery. It deals with the contrast of societies (Cappelli 2006). The conflict approach originates from Edward Said who examined the history and nature of western attitudes towards the East in his book *Orientalism*, which was first published in 1978 (Dann 1996). He claims that the relationship between the East and the West is one of power and subordination, where the West dominates the East. Said sates that Europe has created the Orient as a way for writers to transmit the "otherness" of Oriental culture, customs, and beliefs. "The Orient was almost a European invention, and had been since the antiquity a place of romance, exotic beings, haunting memories and landscape, remarkable experiences" (Said 2003: 1). Consequently, the Oriental culture and population are described as different, childlike, and weak; meanwhile, the West is portrayed as rational, normal, and mature. According to Said (2003), these stereotyped images have crossed cultural and national boarders.

Dann (1996) claims that tourism promotional language reflects the notion of Western dominance and superiority over Eastern inferiority. For example, people in Asia are mainly portrayed as primitive, while the landscape is feminine and vulnerable that aims to provide tourists with a chance to have exciting experiences. Through the use of ethnocentric stereotypes, vocabularies, symbols, or texts, the oriental destinations are perceived as mythical and attractive settings. In this context, language becomes the most powerful driving force in tourism promotion. Today, most destinations do not promote themselves merely on the basis of stereotyped images as means to attract potential customers; the promotion is realized on the modernity that destinations represent.

The authenticity, strangerhood, play, and conflict perspectives are relevant when examining the persuasive power of tourism language; they have an impact upon the tourists' image of a destination.

2.3.6. Gender and destination choice

The offers of tourism products and services constantly adjust to customers' needs and demands to ensure the survival of destinations on the competitive market. Therefore, destination marketers analyze tourist behavior in the decision-making

UNIVERSIDAD DE MÁLAGA

process to create effective strategic marketing plans and standardize their marketing activities. Gender is an important element in shaping tourists behaviour; it is significantly connected with different tourism variables such as leisure activities and destination choices. According to Aitchison (2003), gender differences are an important aspect in tourism marketing.

The study of Mitchell and Walsh (2004) shows that travel plans between genders differ since males and females have different wants and thoughts. The research on the existence of gender differences by Wang *et al.* (2004) indicates that women are the crucial decision makers concerning family holidays; and according to Pan and Ryan (2007), they are becoming more involved in the holiday decision-making process. It goes in line with the study of Jang *et al.* (2007) who found that females show dominance in the final decisions regarding destinations to travel to. Men make their decisions based on a small amount of data; therefore, they are more likely to be encouraged by the use of advertisements. On the other hand, women are more reserved with their decisions and they collect as much information as possible before making decisions (Kim *et al.* 2007). Hence, females process all information comprehensively, whereas males are influenced by selected attributes. The fact results in the necessity of presenting information on holiday destinations differently to each gender.

Usually, women are in charge even if the decisions are supposed to be made together, and they are more rational about these choices. Within families, women are usually the ones who initiate the conversation about a holiday and generally they also gather the information in advance, selecting several options from which the joint decision can be made with family members. That is why Mottiar and Quinn (2004) see them as the "gatekeepers" of a destination decision. The main reason why men and women want different features from a tourism experience is that the evaluations of tourism products vary according to the different relative importance each gender assigns to particular characteristics of a tourism product.

White (2003) also noted gender differences in tourism behaviour and that they are related to the issues involved in destination choice. He states that women pay more attention to the factors of security, reliability, and social benefits than men. Men are more likely to select destinations based on sporting and adventure activities, whereas women are likely to choose destinations based on culture and healthcare. However,

UNIVERSIDAD DE MÁLAGA

Khan (2011) reported that women's participation in the tourism decision-making process is generally adjusted to the needs of their family or partners.

According to Carr (1999), the difference of gender and destination choice change when other characteristics are considered. For example, age showed similarities in the desires of young men and women regarding leisure destinations. Meng and Uysal (2008) claim that factors influencing decision making of tourist behaviour should be considered in different age groups.

Pritchard (2007) observes the differences in male and female roles that have changed with the growth of the tourism industry. There are assigned gender roles in the context of advertising, and access to tourism is influenced by gender factor in tourism promotion. For example, the application of stereotypical images of women is used to influence decisions of male audiences. In this case, men are encouraged to travel more for leisure purposes, as it is seen that more women than men travel for leisure holidays.

To conclude, gender is a functional factor in tourism marketing; therefore, destination marketers have to consider gender differences in information processing when designing tourism destination promotion. They have to resort to the strategies that encourage and influence both genders, as the attributes of perfect destinations for one gender are not the same as for the other. Therefore, targeting males and females differently is very important when presenting information on tourism destinations.

2.3.7. English and tourism promotion

Today, advertising serves to expand the sphere of action of the business world into web pages. Since buying and selling have become a globalized phenomenon, the internationalization of markets has increased the need for translating advertisements. In order to meet the objectives of marketing, destination websites are now translated in the languages of the main tourist segments visiting the corresponding destinations. The use of foreign languages is essential for tourism promotional communication (Ho 2004; Kress 2009; Katan 2014; Pedersen 2014).

In the tourism sector, advertising translation has become an indispensable tool for communicating and publicizing services of destinations. Valdés Rodríguez (2013) states that advertising translation plays a key role in determining the marketing process of any tourism company, since the wider advertisements gets, the more potential tourists

UNIVERSIDAD DE MÁLAGA

can be persuaded to buy the advertised products. Globalisation in the tourism sector makes borders blurred and the intercultural communication easier (Dwyer 2015). Telfer and Sharpley (2015) point out that these circumstances are adopted in the tourism industry to avoid being left behind. "Every conceivable tourism destination wants to improve, reverse, adapt, or in some way manage its international image" (Morgan et al. 2011: 1). The presentation of tourism websites in different languages is essential, as they have the objective to build platforms of interchange of information, being adapted to distinct geographical markets (Cappelli 2008). Following the studies of Mooij and Hofstede (2011), diverse languages are also used as a marketing technique to transmit a specific image associated to a particular destination.

To facilitate their marketing function, most tourism websites have an English version of their promotional materials. The reason is in the fact that English is the most widely used language in product advertising in non-English speaking countries (Gerritsen *et al.* 2007) because it is neutral and familiar on a global scale. English is the language of international tourism; it is the lingua franca for the international tourism services (González Fernández *et al.* 2010). To attract foreign tourists, destination marketers tend to use English as an international language, but tourism promotional materials can also be provided in various languages on the same website.

The global pervasiveness of English in the tourism industry is due to historical, political, and economic reasons. Since English has this status of common code, international official regulations and documents are written in this language, and travel procedures and instructions are usually given and processed in English. Being considered as a language of opportunity, it enables language users of different backgrounds to communicate for professional, recreational, and institutional purposes (Maci 2010). For plurilingual audiences, English for tourism promotion is simplified in lexical area and morpho-syntax complexity to be accessible and understandable for tourists. As points out Crystal (2003), advertising English presents a series of linguistic and pragmatic features that make it different from other kinds of language.

Therefore, worldwide tourism promotion is generally in English, both for global reach it allows and for its connotative opportunity. With reference to the latter, this language has often been treated as a language of prestige, as it is able to associate products and services with such values as glamour and dynamism. Accordingly, languages constantly borrow English terms for this reason (Francesconi 2014).

UNIVERSIDAD DE MÁLAGA

According to Ustinova (2008), the current use of English creates a new type of bilingualism in which English provides relationships with the world and the global community, while the local languages connect speakers to corresponding local communities. In addition, Piller (2003) claims that English is now the language of modernity, progress, and globalization; therefore, tourism destinations use it to be modern, global, and appealing to travellers. They have faith in the power of the English language to reach out to all countries and populations.

It is highly important to mention that in advertising, languages should not only be translated but transcreated. According to Pedersen (2014), transcreation requires large amounts of creativity that helps transfer a brand or a message from one culture to another. The study of Vita (2014) considers transcreation as an effective and suitable way for promotion purposes. This approach is used to get the attention of target audiences and determine the values associated to each language (Mooij & Hofstede 2011). In addition, Pedersen (2016) claims that transcreation has to be performed with cultural and native perspectives in order to keep the consistency of a target text and avoid dissonance. Transcreation "seeks to perform all the adjustments necessary to make a campaign work in all target markets, while at the same time staying loyal to the original creative intent of the campaign" (Pedersen 2014: 58). The method intends to ensure that particular messages have the same impact on a new target market as its original source version; it allows a good cross-cultural marketing (Eye For Travel 2016).

2.3.8. Persuasive user-generated feedback system

Digital texts not only transmit certain meanings but also enable their readers to act at given sites to achieve certain effects. Links, buttons, search fields, etc. are not only signs making meaning on a page; they are also sites of action. Therefore, online texts afford interactivity, producing a changed textual situation (Adami 2015).

Due to worldwide smartphone usage, the general public can now be reviewers, videographers, photographers, and publishers. In this digitally-run world, people are able to review a service or activity right at the moment of experiencing it, and attention spans can be snapped away with the click of a finger that can also form part of a review

UNIVERSIDAD DE MÁLAGA

content. Such opinions are reliable sources for information these days. As discussed above, customers who have already used a product or service can provide them.

Nowadays, tourists turn to online reviews when doing research on a tourism product or service. More and more travellers search for reviews before booking a holiday, as these online sources help them make a decision regarding a place to visit. These peer-to-peer reviews are more real than those provided by destination marketers. Hence, travellers can contribute to tourism language through communicating their experiences.

On the Internet, tourists are presented with multiple tourism services, meaning that they have to make a choice. Following the study of Miguéns, Baggio, and Costa (2008), feedback is a main tool for rating hotels, accommodations, and amenities. Reviews help tourists make that choice, subsequently increasing a conversion rate at the same time.

Hence, destination marketers use feedback technique to help customers change their attitudes and behaviours. Customer feedback is considered as the best tool of marketing for any tourism destination. Customer testimonials or experiences people have with products are great for building trust. A satisfied tourist affirming the quality and value of a tourism product or service has a very strong influence on potential tourists. The reason lies in the fact that customer feedback is a reliable source for information to other consumers, since people trust peers. In this case, feedback acts as some sort of proof to travellers that a tourism destination provides an excellent experience.

O'Connor (2010) points out that user-created feedback is an important input into the consumer purchase decision-making process, facilitating tourism transactions. According to Carvão (2010), it is a driver for destination management strategies. Thus, tourists' reviews represent a significant source of information for tourism destinations evaluating their reputation and performance (Cerutti & Piva 2016). In doing so, they turn into the convincing and persuasive elements of tourism destination promotion.

2.3.9. AIDA scheme

Many marketing strategies link tourism discourse to the discourse of advertising, which can be structured on the basis of the traditional AIDA pattern that Lewis

UNIVERSIDAD DE MÁLAGA

summarized in 1898 (LaTour 2008). The reason is that the process of promoting a tourism destination is similar to the promotion of a product; therefore, the marketing strategies suggested by AIDA model would also be applicable to tourism promotion. AIDA scheme presents the founding principles of modern marketing and advertising. The acronym stands for attention, interest, desire or decision, and action. Kotler and Armstrong (2005) describes the stages of this model as the awareness of a product or service, the interest because of the benefits of consumption, an emotional desire, and the action of purchase. It is alleged that if any marketing or advertising misses one of the four AIDA steps, it will fail hard. Tourism promotional discourse also aims to meet these classical requirements of advertising discourse: to capture attention, maintain interest, create desire, and finally, get action. To fulfill these functions, specific promotional techniques are used to shape tourists' behavior.

AIDA model is now widely used in marketing and advertising; it states that the four steps create a successful message. It describes the stages that appear from the time when a consumer first becomes aware of a product through to when the consumer trials this product or makes a purchase decision. The model helps explain how a marketing message engages and involves consumers in a product choice. Basically, the scheme proposes that promotional messages have to accomplish a number of tasks in order to move potential consumers through a series of sequential steps from product awareness through to purchase or consumption. The model has been widely accepted and adopted among marketing scholars and practitioners in traditional and online marketing activities (Prathapan, Sahadevan & Zakkariya 2018).

The first step is an *attention*. Destinations need to consider how they can get the tourists attention. Destination marketers must be able to make promotional information attract consumers' attention. They can make a statement that shows the interest of tourists, provide powerful words or pictures that are able to make tourists notice them and understand the communicated messages (Hadiyat 2016). Having keywords and key picture early in the description of a tourism destination will add interest to the marketing materials of this place. Creating a captivating image of a destination can grab the potential tourists' attention.

The second step is an *interest*. It deals with the keeping of attention. Advertising should give information and persuade tourists about the quality and efficiency of a tourism product. Once they are on a website, a tourism destination has only seconds to

UNIVERSIDAD DE MÁLAGA

hold the users' interest. To do so, tourism destinations need to understand why tourists are coming to their websites and what they want to know. In order to hold tourists' interest, promotional materials should be written in an engaging manner. For example, destination marketers can provoke the potential tourists' interest by using visuals that relate to them (Rawal 2013).

The next step is to stimulate *desire* to book a holiday, and this can be achieved through communicating the uniqueness of a tourism product. The best way to create desire online is to let tourists experience a holiday first-hand through photos and videos. Moreover, today, tourists want to know how other clients have experienced a holiday. Therefore, tourism destinations should have consumer reviews and link their websites to other review sites to increase desire to visit these places.

Finally, an *action* pushes tourists to book a holiday. Destination websites must have a clear and easy call to action. Where and how a tourism product can be purchased should be explained. For example, the words "buy now" or "purchase here" imply an immediate action.

To sum up, by creating awareness or attention in tourists, advertising is able to create interest and desire to let them take action or to evoke visiting (Hoek & Gendall 2003). This model is very useful in measuring the impact of advertising. Adopting AIDA model in analysing the persuasive strategies of promotional materials helps control each stage of the psychological transformation that begins from seeing an advertisement up to the purchase that can be made by customers involved (Kojima *et al.* 2010).

2.4. Discourse Features of Tourism Promotional Materials

2.4.1. Properties of tourism discourse

Tourism language presents a great number of similarities with other specific languages; however, it also displays certain characteristics that distinguish it from other languages. Researchers and academics discussed eight properties of tourism language that are often manifested in tourist texts to create a more powerful destination promotion, namely: function, structure, lack of sender identification, monologue, euphoria, tautology, tense, and magic. These properties are important factors in tourism language as they impact upon destination images. Tourism language shares similar

UNIVERSIDAD DE MÁLAGA

characteristics of function and structure with other forms of communication (Dann 1996), while the other properties are unique to tourism language.

1. The first property of tourism language is *function*. Language has a variety of functions; for example, people use language to provide information, to express emotions, to influence the actions and beliefs of people, to tell stories, etc. This property is related to the ways in which language is used to serve a specific purpose. In 1960, the Russian linguist Roman Jakobson distinguished six factors that can be identified in every verbal communication act: addresser, addressee, message, context, channel, and code. Moreover, he attached six functions to each of these factors correspondingly (Innis 1986): expressive, conative, referential, phatic, poetic, and metalingual. These functions of language can also be employed in tourism language.

The expressive function has a focus on the addresser of a message. The nucleus of this emotional function is the mind of a writer or speaker. Language is used to express feelings of the communicator to the message. His or her own attitude and wishes towards the content of the message are highlighted. In tourism language, lack of emotion is only observed when texts are informative and provide information about means of transport, opening hours, booking modality, etc. (Gotti 2008).

The conative or directive function relates to the receiver of a message. It deals with the way language is manipulated to influence the emotions, attitudes, beliefs, and behavior of the addressee. Language is used to trigger a reader or listener to act, think or feel, to react in the way intended by a text. In tourism advertising language, authors want to convince and persuade their audiences. For this reason, imperatives, vocatives, and recommendations are employed to make tourists see and do things (Dann 1996).

The referential or informational function deals with the cognitive context or meaning of a message. It has a priority in objective factual communication. The centre of this informative function of language is the external situation and the facts of a topic; that is to say, the reality outside language (Dann 1996). Referential speech acts are used to inform, describe, or declare.

The phatic or interactional function refers to the channel of communication. It is used to establish and maintain a contact between an addresser and an addressee through a medium of communication. In written tourist texts, special efforts are made to maintain the interest of the audience through using an interactive structure. For

UNIVERSIDAD DE MÁLAGA

example, it can be established via rhetorical questions or choosing a user-friendly typeface.

The poetic function focuses on the value of words. It is used to transmit meaning in an unusual way through linguistic devices, for example, rhyme or metaphor. In tourism language, messages often present similarities between the places and services promoted and something that is likely to catch the interest of potential tourists (Dann 1996). And finally, the metalingual function refers to the code itself.

2. The second property of tourism language is *structure*, which is particularly important in tourism advertising. It is crucial to organize the texts of promotional materials in a coherent way. Nowadays, advertisements are becoming more and more multimodal; therefore, their verbal and visual components should be arranged in a proper way. For example, the homepages of tourism websites are structured along a vertical axis, with the upper section visually presenting the values promised by a destination and the lower section verbally offering practical information on the holiday experience (Francesconi 2014).

3. The next property of tourism language is *the lack of sender identification*. It refers to the reader's uncertainty in relation to the authors of tourism information. Generally, tourists have no idea about the authors' identity, as they are often unknown. The only thing potential tourists realize is that the promotional texts are compiled by marketing experts within the tourism industry, as often the senders are not explicitly identified. The lack of sender identification may cause an uncertainty to tourists, since they cannot contest the validity of the information presented by tourist destinations (Dann 1996). However, the lack of sender identification does not have a direct impact upon destination images.

4. Tourism texts are essentially a *monologue*. Despite the fact that the senders of tourism promotional texts are anonymous, tourism language assumes a form of monologue. The readers are expected to be detached from the senders, as it is generally the sender who speaks or writes (Dann 1996). Therefore, tourism texts are one-side communication or a unidirectional discourse. The authors persuade tourists with a proper discourse, and the addressees cannot react. According to (Dann 1996), there is an asymmetrical relationship between the creators of tourism materials and the readers.

UNIVERSIDAD DE MÁLAGA

In tourism promotional material, tourism marketers apply different linguistic and non-linguistic procedures that directly involve the readers and establish user-friendly communication with them. These supplementary strategies of persuasion are used in order to hide this unilateral nature of tourism language and to create the illusion of an interactive dimension in which the readers are involved. In this case, tourists perceive promotional messages as if there was a two-way communication channel instead of a monologue. This interpersonal function is managed by means of different persuasive strategies. For example, Alcaraz (2000, cited in Sastre Ferreira 2014) discusses that persuasion focuses on the receivers of information, and this is done through the use of the pronoun "you" and sending messages directly to potential tourists.

5. *Euphoria* is a property of tourism language, since tourism language is a form of extreme language, tending to focus on the exotic and positive aspects of a destination. According to Dann (1996), tourism language uses positive and glowing terms for the services and attractions of destinations. The manner of incorporating euphoria is an exaggeration caused by a heavy usage of adjectives, which are normally non-gradable (Lapsanska 2012). Moreover, a large use of hyperboles is observed to present a destination as the best choice (Dann 1996). Destinations should be problem free, and any daily difficulties faced by a local population should be omitted from tourism promotional materials.

6. The next property is *tautology*, which is unique to tourism language. This feature differentiates tourism language from other forms of communication. The tautological nature of tourism language helps in a certain control over tourists, and it impacts upon the creation of destination images. The relationship between tourists and tourism language is tautological, as tourism promotional materials present already known information (Dann 1996). Travellers are more self-confident if they find a place as they expect to find it. They base their holidays on stereotypes and certain ideas. Generally, tourists experience what other travellers have experienced. This process is a reproduction that comes back to tourists as a copy. Therefore, promotional tourism texts present destinations full of clichés according to the expectations of tourists (Dann 1996). For example, tourists expect to meet visual clichés such as splendid landscape, sunshine, nice pools, or stereotyped images of cultures and peoples.

7. Commonly, the feature of *tense* is observed in tourism promotional materials. Tourism language represents travel through space, but it also depicts travel through

UNIVERSIDAD DE MÁLAGA

time: from the everyday present into the past and even the future. The reason is that the present seems to bore and the only solution is to escape from everyday life through a holiday. Sometimes, tourists need to rest without any time limit. In this case, tourism language applies a special strategy that is a denial of time (Dann 1996). In other cases, a holiday is introduced with all the cultural stereotypes presenting the destination as a place where time seems to stop, as tourists have the illusion of staying in a place where the time is eternal. The strategy of tense switching is used when the origins of a destination are contested (Dann 1996). Moreover, there is a strategy pointing to the future. In this case, tourism marketers try to convince customers to come to a destination appealing to their imagination (Dann 1996). These temporal aspects are applied according to a type of a holiday tourists want to do.

8. In tourism language, a *magical aspect* is an essential feature. Sometimes, tourism marketers create a new world based on magic representation of a destination. With the use of magic, tourists can be whom they want and where they want. In order to involve a magical aspect that transforms a tourism product, tourism marketers resort to some practical strategies. For example, a place can be converted into something else, often in a different time. In this case, words with a peculiar evocative power are chosen and usually suggest alienation from reality (Dann 1996).

2.4.2. Registers of tourism discourse

In tourism promotion, a wide variety of destinations and a great diversity of activities are increasingly evident. The services of tourist destinations range from traditional to more exotic. Also, variation extends to the types of tourist accommodation and food and drink products. Following this diverseness, there exist several registers of tourism language. According to Dann (2001), the most frequent registers are the register of nostalgia tourism, the register of food and drink, the register of eco-tourism, and the register of health tourism. These registers are used during interactions between tourists and tourism service providers.

1. *The register of nostalgia tourism.* Tourism represents travel through space; however, sometimes, it is a journey through time, from the everyday present into the past and, more rarely, the future (Cohen 1996, cited in Blazevic & Stojic 2006). Nostalgia is a popular theme in tourism language, since many tourists are longing for far

UNIVERSIDAD DE MÁLAGA

off times. The focus on past time periods is manifested with all that is old (e.g., archaeological sites, monuments, souvenirs, etc.).

Tourism promotional discourse of nostalgia is also evident in the use of the words "romantic" and "historical". A railway, steamboat, and coach are nostalgic transportation forms, which are frequently promoted in tourism. Tourist attractions can also be related to famous personalities from the past. Sometimes, tourist events are promoted through the register of nostalgia.

2. *The register of food and drink.* Nowadays, local cuisines are important factors of tourist satisfaction. Restaurants, cafes, pubs, and bistros of tourist destinations are very attractive components of tourism promotion for many tourists. Sparks *et al.* (2003), Hjalagar and Richards (2002) highlight the importance of the gastronomic identity for the success of any tourist destination. According to Sparks *et al.* (2003), restaurants are an important factor for about 60% of tourists, and for 20%, it is a very important factor of selecting a destination. Therefore, tourist destinations should also be promoted gastronomically through culinary attractions.

Generally, the register of food and drink, or according to Fox (2004), "gastrospeak" is incorporated in menus, cookery books, brochures, on destination websites, etc. This discourse has a tendency to over-use foreign words without further explanations, assuming that tourists are familiar with these terms. Normally, foreign words serve to enhance the exotic qualities of a dish that, in turn, can convince potential tourists to visit a place.

3. *The register of eco-tourism.* Today, the tourism industry has moved its field of interests to the countryside with picturesque landscapes and curious old cultures. This discourse evokes a mood of freedom, serenity, and pleasure referring to a return to nature and origins with peace, relaxation, and romanticism. As Blazevic and Stojic (2006) observes, eco-tourism is one of the fastest growing trends in the worldwide tourism industry. Unspoilt nature and destinations far away from crowded places are triggers to get the attention of potential eco-tourists. The countryside represents the roots of ancient hospitality that these tourists dream about and to which they want to return.

4. *The register of health tourism.* Nowadays, many fashionable hotels have wellness centres, and they promote their health-care services and facilities in addition to

UNIVERSIDAD DE MÁLAGA

regular tourist amenities. Health tourism has developed its own language register. This discourse offers various treatments, baths, massages, etc. In these texts, the specialized vocabulary of health tourism is evident, and sometimes it is not easy to decipher (Dann 2001). These terms are frequently used in health tourism materials without explanation in order to lure potential tourists into the mystery of a healthcare offer.

Discourse plays a significant role in medicine, wellness care, and beauty treatment. Health tourism discourse presents information about healing, curing, or therapies; expressions of suffering; and relevant language ideologies. This discourse has a profound anthropological significance. The promotional materials in health and wellness corpora generally reflect the ideas of enjoying and feeling better. The quality of healthcare information depends predominantly on how it is communicated. Good communication in this sphere is fundamental for tourists' overall satisfaction with health care services offered by destinations.

The nature of health tourism language and the power it wields during its practice is of great interest to researchers, as well as to those individuals who directly use it in tourism. This knowledge is also essential for those who create promotional materials to attract more customers (Yazdannik *et al.* 2017). The analysis of this discourse can make a contribution to the marketing of the tourism sector dealing with health and beauty services.

2.4.3. Linguistic features of tourism discourse

The verbal messages that tourism marketers chose to deliver to their target markets is very important. The verbal content can determine whether they are attention getting, memorable for tourists to recall, and able to influence them to take a positive attitude towards the promoted services.

Verbal tourism language is a part of tourism discourse. It is a "highly organized and encoded system which employs many devices to express, indicate, exchange messages and information, represent and so forth" (Garner & Hancock 2014:465). In the act of promotion, tourism has a discourse of its own, which is a specific language used to successfully communicate a destination to tourists. Moreover, Bhatia (2005) highlight that advertising has turned the process of writing into an art form, where marketers constantly compete for attention getting.

UNIVERSIDAD DE MÁLAGA

According to Gotti (2003:19), tourism promotional language is "an actual language enclosing a mixture of combined more or less specific features coexisting in a quantitatively different degrees as compared to general language". This specialized language possesses all the lexical, phonetic, morphosyntactic, and textual resources of general language. Moreover, it exploits colloquial language, idiomatic expressions, jokes, and everyday speech language. Since the tourism field is influenced by various disciplines, its language presents peculiar lexical, syntactic, and textual features. Tourism promotional language does not have a well-defined content, as it encompasses different communicative functions.

In the case of tourism advertisements, language does not only send information, but it also attempts to persuade the audience. In this regard, tourism promotional language is value-committed, whereas general language is considered ideologically neutral. To achieve the targeted objectives, tourism marketers resort to the usage of verbal techniques, which are of different types and refer to the persuasive force of this kind of discourse. The verbal techniques of tourism language typical of tourist texts are those in the following paragraphs.

2.4.3.1. Slogans

Since people tend to glance over slogans or headings of advertisements rather than to read the texts, slogans are essential in the promotion of tourist destinations. That is why tourism websites are quite visual, trying to use catchy slogans and appealing words to attract potential tourists. Usually, slogans are related to logos, as slogans, as a rule, appear beside or beneath a logo of a company, acting as a shadow identity of a brand. They usually stand out from the rest of a text, and sometimes, different typefaces are used to highlight slogans from the rest. From a syntactic point of view, simple and shortened structures of slogans imitate the form of spoken language, which can be considered to be a close relative of advertising language (Sternkopf 2004).

Furthermore, slogans are not only a group of catchy words, short phrases, or sentences, but they also help in creating persuasive images in the minds of the readers. The main objective of a slogan is to sell a product or a service. There exist two types of slogans: business slogans and advertising slogans. Business slogans highlight the features of a business, whereas advertising slogans focus on a particular product or

UNIVERSIDAD DE MÁLAGA

service, instead of focusing on the overall business. Generally, advertising slogans aim to create associations between product's usage experiences and benefits that a customer may receive after a purchase. Slogans can be also categorized according to their characteristics and features as descriptive, commanding, persuading, creative, and emotive.

Descriptive slogans can build an image of a product and transmit an idea of what it actually does. These slogans distinguish a product from other similar products. Commanding slogans are powerful, as they carry enough weightage to persuade readers or listeners to take action. These slogans try to convince consumers to make purchases. Persuasive slogans focus on why a particular product or service should be opted. These slogans transmit information why a company is trustworthy and how its products or services will help with certain problems. Creative slogans include a literary technique to enhance recall and response from consumers. And finally, emotive slogans provide information about a product or service in such a way as to awaken an emotion.

Slogans are always intended to deliver positive messages and create favourable meanings. They are easily interpretable and often convey double meanings, both communicative and persuasive. They give the possibility to the readers to make decisions according to what they understood or wanted to understand. Thus, the communicative intention of slogans depends on how slogans are interpreted by the target audience. Slogans hold the potential to create reality as well as imagined worlds, and the understanding what they imply makes all the difference (Crisan, Bolyai & Cantemir 2013).

2.4.3.2. Lexical techniques

1. *Verbs.* Most verbs used in advertisements are either at present tenses or in the imperative form. It means that marketers tend to use simple verbal forms to deliver a clear message, satisfy the customers' needs, and express timeless of promotional messages. Generally, the verbs are common and used in everyday life; however, tourism language make them profuse, special, and worth taking into consideration.

In tourism language, the present simple is the most used, since it provides the idea of habit. According to Gotti (2008), the use of the present simple tense makes the time of a holiday seem still; therefore, the experience seems everlasting. Moreover, this

UNIVERSIDAD DE MÁLAGA

tense helps convey the idea that something is true, and a holiday can make tourists' dream come true.

In tourist texts, imperatives and directives are grammatical choices that urge tourists to do something (Biber, Conrad & Leech 2002). Imperatives are used to inform customers about the opportunities which are on offer. They help in giving suggestions and impulses to tourists to take advantage of a tourism product or service. In the case of tourism promotion, imperatives are not rude; they are used to stimulate to buy. In addition, imperatives are usually combined with other positive words, pointing to the idea that tourists will get a memorable experience. The imperatives' usage appeals to the tourists' emotions, personal desires, and aspirations; and this technique shows the authors' confidence about a claim.

Modal verbs are essential elements in tourism promotional texts; they can include expressions of necessity, possibility, probability, or negation. For instance, "can" and "will" convey the idea of possibility and certainty, whereas "must" give advice, indicating a necessity, something that tourists cannot miss. When travellers consider a possibility, it means that this possibility can come true; and when the idea of certainty is presented, it means that the product or service offered will satisfy travellers. Furthermore, in tourism texts, there are passive forms that help to achieve depersonalisation, diminishing the importance of the opinions of the authors (Gotti 2008).

2. *Personal pronouns.* In tourism promotional texts, personal pronouns are often strategically used to establish sender-receiver relationships. The technique helps in breaking down any boundary that may exist between the addressers and the addressees. Through the use of the second person "you", marketers establish a dialogue with the audience, trying directly to persuade them that a product or service is worth trying. "Interaction is one of the primary techniques of involvement, through which the enunciator tries to persuade the enunciatee" (Mocini 2005: 158).

Personal pronouns can create relevance and intimacy. Using the pronouns "you", "we", "us", and "they" in texts, authors are able to either include or exclude readers, making them feel socially close or distant. For example, the personal pronoun "us" helps include readers as being part of a specific group of people. Usually, first and third person pronouns mark exclusive forms, and second person pronouns quite often mark inclusive forms. However, according to Scheibmann (2002: 378), "first person plural

UNIVERSIDAD DE MÁLAGA

pronouns can function both inclusively and exclusively". Furthermore, inclusive pronouns generally occur with modal verbs in promotional texts. She further argues that the personal plural pronoun "we" can be used to create participant alignment with multiple groups (Scheibmann 2002).

3. *Adjectives and adverbs.* Typically, tourism textual descriptions are rich in adjectives and adverbs. They are expressive, persuasive, convincing, and out of the ordinary, giving a clear image of a perfect destination. Adjectives help in depicting tourist destinations as beautiful, breath-taking, spectacular, magnificent, extraordinary, unspoiled, unique, stunning, etc. places. The persuasive and manipulative force of adjectives is high, as they are able to construct another world, which can be authentic, magical, or special. Therefore, adjectives are of utmost importance in tourism promotional materials, and tourism language relies on the heavily use of adjectives and on exaggerations. Generally, the focus in tourism texts is based on their hyperbolic function and on their comparative and especially superlative forms (Crisan *et al.* 2013). Comparatives and superlatives are common structures in tourism advertising that provide idyllic views of destinations.

4. *Numerals.* In many advertisements, numerals are present to indicate certain quantities or percentages. Numerals are used to define particular characteristics of a product or service, for example, a year number of product's release or a foundation date of a destination, a number of existing or satisfied consumers, a number of hours how long a product or service will last, etc. In case of tourism texts, numbers are also used to express distances or to rank locations in order to make them different from others. Numerals achieve great attention in promotional materials (Kalmane 2012).

5. *Loan words and expressions.* In tourism discourse, loan words and expressions may reveal deep intercultural and linguistic implications able to shape and create a specific perception of tourism-related realities. The deployment of foreign words and expressions in tourism communication represents an important stylistic feature that is employed to refer to or introduce new cultural entities or concepts related to foreign cultures.

The use of loan words gives an exotic and sophisticated flavour to a text. According to Cappelli (2013: 360), the presence of loan words and expressions guides "the reader's attention to the extra meaning attached to the foreign words chosen, or to writer's choice to use them". Indeed, foreign terms and expressions provide a specific

UNIVERSIDAD DE MÁLAGA

view of the culture and features of a destination by simultaneously catching tourists' attention and making them reflect on the implied cultural value of the terms.

This technique is also called language crossing, "creating a linguascape of the travel destination" (Jaworski, Thurlow, Lawson & Ylänne-McEwen 2003: 17). It aids in anticipating the meeting with a local culture of a destination. In this case, foreign words are usually taken from the field of gastronomy, or they may refer to very specific natural, architectural, or cultural elements of a place. In addition, language crossing is a linguistic feature that reinforces the "authenticity perspective" (Dann 1996) of tourism language (Gandin 2014).

6. *Terminology*. Following the study of Duran Munoz (2011), tourism language is a "specialized discourse" that borrows terminology from other disciplines (e.g., geography, economics, history, medicine, sport, etc.) There is also a distinction between different types of tourism terms, they can be divided into the following groups: types of tours and tourism (e.g., agro tourism, rural tourism, space tourism, extreme tours, sustainable tourism, self-guided tour, package tour, culinary tourism, week-end tour, day trip, etc.), industry professionals (e.g., guide, event organizer, chef, travel agent, kitchen assistant, sports therapist, resort representative, etc.), accommodation (e.g., standard room, reservation, cancellation, room facilities, SPA, air-conditioning, etc.), catering (e.g., waiter, white glove service, buffet, all inclusive, etc.), transportation (e.g., charge, refund, non-refundable, etc.), excursion (e.g., local venue, sightseeing, city guide, departure point, meeting point, driver-guide, guided tour, heritage site, etc.), abbreviations (e.g., RT, IATA, AAA, etc).

This division of tourism terms is rather relative, as terms are interchangeable between groups. For example, "full board or B&B" can belong both to accommodation and catering groups, whereas "reservation" is the term used in accommodation, catering, and excursion groups. Moreover, abbreviations can be found in all groups of tourism terminology. The tourism abbreviations are used in all areas of tourism and can be further subdivided into smaller groups according to their function: names of organizations, types of services, professional communication (Translation Journal 2016).

UNIVERSIDAD DE MÁLAGA

2.4.3.3. Metaphorical technique

Dann (2001) highlights the significance of figurative language, especially in the promotion of destinations in the developing world. In promotional discourse, many instances of metaphorical language are found because metaphors are powerful devices of persuasion (Bhatia 2005). As Breeze (2013) observes, metaphoricity is the most important feature of advertising that makes promotion very effective and powerful.

Marketers try to build chains of associations between advertised products and selected positive domains; they project an enhanced image of a product endowing it with desirable attributes. The richer the source domains of used metaphors are, the more positive associations are created that can lead to stronger effects. According to Breeze (2013), metaphors are deployed to create unique associations and contribute to the creation of distinctive brands, which is very helpful in the world of mass consumption in which many products are very similar. Research in marketing studies shows both conventional and novel metaphors play an important role in influencing customers' perceptions and behaviours. Often, metaphors are associated with sophistication (Ang & Lim 2006), and they greatly contribute to forming favourable attitudes and purchase intentions (Phillips & McQuarrie 2009).

The technique presents the understanding of "one conceptual domain in terms of another" (Kovecses 2002: 4). Hence, metaphors carry dual meaning: one semantic (i.e., literal) meaning and one pragmatic (i.e., metaphorical) meaning. In addition, metaphors are also a pragmatic feature of tourism language, as it is up to the readers to interpret messages due to the context.

2.4.3.4. Syntactic techniques

Conditional sentences are a common structure that can be found in tourism promotional materials. In this case, travellers are given one or several alternatives and a destination offers them a solution. Pointing to real facts, the first conditional highlights the idea that a destination can make dreams and wishes come true.

The use of interrogative sentences is a good way of establishing a relationship with the potential travellers; they help create a more direct relationship between customers and destinations, as two fictitious conversation interlocutors are created,

UNIVERSIDAD DE MÁLAGA

which maintains communication links with the readers (Dann 1996). Sometimes, questions and answers go together, so the readers get the best solution for them. Dann (1996: 186) claims that "underlying all these linguistic strategies is the supposition that a strong ethos of individualism prevails in society itself – that by purchasing the product I will become a bit more myself, someone special, and realizing my unique potential".

The use of short and simple sentences as well as noun groups is a linguistic feature typically used in advertising. As a rule, marketers look for a way to provide enough information to convey the qualities of a product or service in a short form. They create methods to provide a large amount of information in a clear and accurate way. This effect is achieved by making use of noun groups, especially the complex ones in advertisements. Sometimes, noun groups have a simple structure, and sometimes a noun is preceded and followed by many other elements. In the tourism industry, people are constantly exposed to specific texts that contain much compressed information. In tourism information corpora, some noun groups are quite simple (e.g., spa treatment) and some others are more complex. However, according to Nilsson (2001), the number of complex noun groups in tourism promotion is not extremely high.

2.4.4. Verbal marketing strategies of tourism discourse

According to Manca (2018), the most common verbal techniques, which characterise tourism language, are comparison, key words and keying, testimony, humour, languaging, and ego-targeting. Tourism language employs these rhetorical strategies to communicate a destination image (Dann 1996). All these techniques are used in order to attract and persuade the audience and make them real tourists.

1. One of the most frequent verbal techniques in tourism promotional materials is *comparison*. Comparisons provide a destination with certain symbolic values or transfer meaning from one context to another. In tourism literature, this rhetorical strategy is used to manage unfamiliarity of a destination for tourists, since it can mollify the effects of strangeness. Hence, a strange, unknown place seems familiar to potential tourists.

Commonly, comparison refers to the use of metaphors and similes, which help compare different things on the basis of the characteristics they share. According to Dann (1996), the use of metaphors and similes serves to moderate the effects of

UNIVERSIDAD DE MÁLAGA

strangerhood connected to a holiday experience. Metaphors help in deriving new and specialized meanings from general language; they allow saying concepts in a more concise way. In the case of similes, two terms have similar semantic values linked by equivalence; they compare the two ideas and allow them to remain distinct in spite of their similarities. For example, the greater a cultural distance, the higher usage of metaphors and similes (Dann 1996).

2. In promotional materials, a great emphasis lies on some *key words*. This verbal rhetorical strategy is also frequently used in tourism language. In any context, key words offer insight into the most important values and processes of a particular thing. In the case of tourism, these words can be related to history, culture, tradition, food, wellbeing, etc. "Key words gain their status within a given social context and lose their status with changed circumstances." (Fox 2004: 108).

In tourism language, key words refer not only to the attributes of a destination, but also to the requirements of potential tourists. They are used to create inspiration for adventure, wellbeing, or escape from everyday life. Tourism marketers use key words in order to draw tourist attention and create a certain euphoric atmosphere.

Tourism promotional messages are clear and short; they feature a number of key words instead of creating long presentations. The technique creates the most effective promotion. Sometimes, key words transmit positive thoughts and feelings. These words, also called verbal clichés, trigger a desire for change.

Keying is a concept similar to key words. The technique represents the attraction of a destination as something authentic, real, and true with the help of some specific linguistic strategies that emphasise the authenticity of a destination. Key words and keying relate to the use of appropriate vocabulary of great emphasis that describes an entity to result in influential effects. Both techniques are important in attracting potential tourists in tourism promotional materials (Dann 1996).

3. *Testimony* is a rhetorical strategy that features the positive or negative aspects of a product or service and is represented by a person. It is also referred to as personification. According to Dann (1996) and Morgan and Pritchard (2000), testimonies from well-known people are frequently included in the promotion of destinations. Gartner (1994, cited in Abazaj 2011) argues that the projection of a

UNIVERSIDAD DE MÁLAGA

favorable destination image may be realized by recognizable spokespersons. Any type of testimony found in tourism language lends support to the promotion of destinations.

In this case, the positive associations people have of famous personalities are transferred to a destination, and then it becomes more desirable for potential tourists. In addition, the strangeness of a destination can be minimised, as the place will be associated with a familiar face (Dann 1996; Morgan & Pritchard 2000). Moreover, testimonies from one tourist to another are equally effective, since the majority of tourists find it easy to identify themselves with other tourists, rather than celebrities (Dann 1996). Hence, linking a destination to a recognisable person helps tourism marketers to attract new clients, pushing them to go there (Dann 1996).

4. As the name implies, *humour* is usually employed to make people laugh. The technique attracts the attention of the readers and communicates an image of an easy-going destination. Humour is an effective device; however, it should be used in a careful way. Unfamiliarity can also be managed with humour, preparing potential tourists for the strange customs of a destination (Dann 1996).

5. *Languaging* is a special use of vocabulary referring to the incorporation of impressive foreign words or language unknown to the audience. It is an effective means to increase the authenticity of a destination. The technique induces a sense of exotic feeling in the readers and transforms the authors into trustful authorities. It also shows the superiority of an item over other rival items. In tourism promotional materials, foreign words generally pertain to the field of gastronomy to confer more authenticity for a local culture. Specific foreign words can also be found in the domain of healthcare. According to Dann (1996), these words make promotional messages more effective.

6. Finally, *ego-targeting* is a technique by which potential tourists are directly addressed and singled out in advertisements. This is possible through the use of personal pronouns such as “you” or “we”. Ego-targeting creates a conversational atmosphere, as the readers perceive messages as something personalized and addressed to them exclusively. “There are just two parties involved – “we” and “you”. The dialogue assumes the form of an intimate conversation as if “you” were the only person in the world receiving VIP treatment and personalize service” (Dann 1996: 187). In this case, the readers become singled out from the crowd, as they find their identities as part of a group, the rest of which does not exist (Williamson 1976, cited in Sastre Ferreira 2014). The technique makes tourists feel important, unique, and special; and in turn, they will

UNIVERSIDAD DE MÁLAGA

reflect positively upon an image of a destination and their consequent choice (Dann 1996).

2.4.5. Visual marketing strategies of tourism discourse

In tourism, advertisings as commonly used media sources (Walters, Sparks & Herington 2007) mostly include images and texts; and depending on the medium, they can also include videos, 3D tours, music, etc. Non-verbal elements play an important role in tourism promotional materials; they also hold a persuasive function. They are essential components for attraction and seduction; often, they are the triggers for tourists when deciding with their holidays.

The use of pictures is a visual rhetorical strategy applied to tourism promotional materials. Marketers can eliminate any uncertainty on tour information for tourists with photography. Tourism images visually display destinations for visitors; therefore, they are helpful to convey the connotation of tourism products and can strengthen tourists' memories of these products. In tourist texts, visual design expresses the maximum meaning-making potential when interplaying with the verbal mode.

Good tourism advertisements use both text and images, and both elements match one another (van Raaij 2002). Images without texts usually fail in the efforts to transmit advertising messages; and advertisings that contain only texts without images look boring and do not receive much attention. In order to efficiently attract the attention of tourists, images and texts should match, complement, and reinforce each other. Visual elements constitute almost 75% of the promotional materials in the tourism industry (Dann 1996); and they catch an eye immediately.

Barthes (1964, cited in Innis 1986) proposes that a text in relation to a picture has two functions: anchorage and relay. If a verbal text functions as an anchorage, the text guides the reader's interpretation of the picture in a specific direction. Thus, the verbal message is a supplement to the picture. If the verbal text functions as a relay, the text is part of the overall message, where picture and text are analysed together. Hence, the picture adds something new that is not mentioned in the text. Anchorage is commonly found in advertisements, whereas relay is less common in advertisements, but frequent in other domains (Barthes, cited in Innis 1986).

UNIVERSIDAD DE MÁLAGA

Experience is the core feature of travel destination offerings. Tourists tend to seek communication cues to find whether a destination fits their needs and desires. Visual materials are conceded to be particularly important for delivering these cues. According to Urry (1990: 140, cited in Costa & Melotti 2012), "photographic images organize our anticipation or daydreaming about the places we might gaze on". Visual images provided by destinations stimulate the imagination and connect with potential visitors in a personal way. They play a communicative role between tourist attractions and tourists, creating an impulse response from them that can turn into actions.

An image possesses better representational qualities than language and can be worth a thousand words. "Pictorial structures do not simply reproduce the structures of "reality". On the contrary, they produce images of reality which are bound up with the interests of the social institutions within which the pictures are produced, circulated and read" (Kress & van Leeuwen 1996: 45). When combined, the modes of images and language are capable of offering a wealth of information to the readers of tourism materials. Hence, promotional materials are more effective when pictures agree with the textual messages.

According to van Raaij (2002), images are used in advertising to provide visual support for advertising messages that are presented in texts. Images have a huge representational value, they show key attributes of a product or service that are difficult to express in words (van Raaij 2002). Moreover, images can activate and strengthen cognitive or affective responses in viewers (Horenberg 2015). The intensity of emotion within images adds rhetorical richness to promotional texts, resulting in added power within the overall meaning of the texts.

Images play an important role in convincing tourists to visit a certain destination. They are highly selective and emphasise only the positive aspects of destinations. Any image is composed of signs, and these signs are put in a certain way to construct a positive image. In tourism visual materials, these signs are viewpoints, pleasing subjects, happy persons, right conditions, good lighting, and colours, etc.

Being the most common tourism graphics, photography pictures can truly and accurately present the characteristics of tourist attractions, making tourists have immersive feeling. Photography pictures can be directly and indirectly applied in advertisings. Indirect applications are produced and processed by computer software, making some changes in colour and forms to present more persuasive expressions.

UNIVERSIDAD DE MÁLAGA

Sometimes, painting graphics are also applied in tourism promotional materials. Before the appearance of photography, painting graphics were the only way of tourism advertising (Guohua 2015).

According to Morgan and Pritchard (1998), photographs are the most frequent use of pictures in tourism promotion, since they are considered to be the objective examples of reality. Nevertheless, the majority of the photographs found in tourism promotional materials are manipulated to match the tourist's perception of destinations. For instance, sunshine or locals in traditional costumes are common themes in tourism advertisings.

Following the studies of Dann (1996), most pictures feature landscapes and the culture of a destination, in particular, old and traditional traits of a given culture. He observed that a large number of tourist pictures did not feature people, allowing potential tourists to insert themselves in these pictures. Moreover, the absence of people communicates an image of an untouched and unspoiled destination. In addition, Dann (1996) indicates that locals are primarily presented as servants or are featured in the settings that reinforce the authenticity of a destination.

Computer generated images are extensively used in tourism advertising design today. Computer software plays a very important part in the tourism graphic design, since it can conduct various changes to improve pictures or design. Computer generated graphics perform creativity that can contribute to the creation of a persuasive message. Therefore, recently, these graphics replace other picture forms (Guohua 2015).

It is important to highlight visual clichés as a rhetorical strategy of tourism promotional materials. It is closely connected to the tautological nature of tourism language. Generally, the image of a tourist destination is determined by visual clichés like blue lake or river, trees, colourfully dressed locals, picturesque villages, untouched landscapes, smiles on the faces of locals and sunshine. Sunshine is the most used visual cliché in tourism promotional materials; it became synonymous with a virtual guarantee of good weather. The sun is almost everywhere in tourism promotion, representing a source of happiness and good life. Furthermore, the sun is a source of health that provides wellbeing and promises warmth and pleasure. A picture of a smiling woman leaves an impression of happiness; a picture of drop of water shows impression of freshness. These examples are the most used visual clichés within tourism (Dann 1996).

UNIVERSIDAD DE MÁLAGA

Colour and format are additional visual rhetorical strategies. Choosing a unique format, tourism marketers can communicate a certain image of a destination. Colour plays an important role in marketing, since it can influence people's perception of a brand's personality (Singh & Srivastava 2011). Originally, colour is a physical phenomenon, but people can feel the emotions of colour. The psychological power of colours can unconsciously affect people's moods, as colours evoke reaction caused by associations. Thus, colours are an effective manner to transmit marketers' intentions and emotions, giving tourists different visual perceptions. Colour is also considered as a mode that embodies the human emotional experiences and national feelings.

Following the studies of Kress and van Leeuwen (2002), colour can be used for different purposes. Colours have an ability to warn or advise; important information can be made stand out by introducing colours into a design. This strategy lends salience to verbal and visual elements. According to Kress and van Leeuwen (2002), colours can distinguish and connect different elements. Repeating the same colours creates a textual effect. Therefore, colours are capable of realising a variety of meanings and performing different functions.

In 2004, Fisher elaborated the connotative meanings of colours. According to his investigation, yellow signifies tolerance, light, fast, inspiration, happiness, hope, gold, cheeriness, cowardice, illness, deceit, warmth, excitement, enlightenment; grey signifies independence, stability, seriousness, critical, masculine, and neutral; brown signifies fertility, old, wealthy, melancholy, depression, warmth, and comfortable; white signifies pure, naive, peace, goodness, clean, elegant, plain, and sporty, white is the symbol of power and status. Blue signifies peace, spiritually calm, young, sportive, depression, introvert, delicacy, firm, mellow, science, infinity, transcendent, challenging, serenity, and sad; black signifies formality, darkness, magic, mystery, grief, artist, elegance, conservative, and prestigious; purple signifies royalty, feminine, expressive, young, sensitive, hope, spiritual obsession, richness, elegant, and sophisticated. Green stands for youth, environmental protection, health, science and technology, representing modernists' values and yearns for life. It signifies natural, affection, emphatic, young, peace, envious, poison, fresh, wickedness, balancing, harmony, serenity, prosperity, clean, mould, and nausea. Red is a very festive colour, representing warmth, optimism, passion, and vitality, which symbolize the martyrs' blood boiling, revolutionary strength, and happiness in festivals and beauty in youth. This colour strategy provides

UNIVERSIDAD DE MÁLAGA

destination marketers with an opportunity to deliver additional messages and compliment other messages. The choice of colours can affect an image of a destination.

It is important to mention that colours also have strong cultural connotation. In tourism advertising design, colours can reflect local cultures and make an advertising process unique and interesting, stimulating tourists' desire to travel.

The visual component of verbal language plays a substantial role in the meaning-making process via the systems of typography and layout (Francesconi 2014). The mode of language relies on typography in conveying messages. Typography is the art of arranging letters and texts in a way that makes the copy legible, clear, and visually appealing to readers. Different choices of size, font, style, and colour can capture and hold the attention of viewers, evoking different emotions and connotations. Typography can elicit certain emotions and convey specific messages. For example, colour is often added as a mood creator; bold type is used to achieve emphasis, etc. Good typography establishes a strong visual hierarchy and provides a graphic balance to a text. Typography has a profound effect on the way that readers perceive the information conveyed by a text. Typography plays a huge role in making a website visually stimulating and memorable (Hannah 2019).

The use of logos and the consistent implementation of similar layouts, colouring, and typography are known as a type of visual branding. It is a marketing technique that creates a "personality" for a tourism product.

2.4.6. Virtual reality materials in tourism discourse

Virtual reality is an emerging marketing trend in the business world. In tourism marketing, a virtual reality (or 3D) tour is one of the most innovative visual options with various opportunities. It is a digital presentation of the real world through the use of computer-generated simulations. This computer technology uses images, sounds, and physical sensations to make users feel as though they are physically present in a virtual world. Using 360 video technology enables travellers immerse themselves in a digital environment of a tourist destination and look at the highlighted amenities of the place. As a marketing tool, it has the potential to deliver important information to travellers in a way they can actually experience a touristic place, stimulating multiple senses in the process.

UNIVERSIDAD DE MÁLAGA

In the tourism industry, virtual reality is of particular appeal, since it can provide the amount of information tourists need before they actually book a holiday. Rather than reading through descriptions, the technology offers tourists a chance to experience a destination for themselves. For example, it allows tourists to experience a virtual recreation of a room within a hotel, or they may take a look at one of the nearby attractions. Overall, the tourism industry benefits from this type of marketing tool, as it gives tourists the possibility to try a tourism product before they buy it.

A virtual reality tour provides website users with a means to obtain a digital first-person point of view of a destination. Moreover, it indicates that destinations that use such technology go hand in hand with the latest digital trends. This marketing tool is becoming popular and can enrich the tourism industry (Revfine.com).

2.4.7. Audio-visual components in tourism discourse

Tourism advertisements can be in videos format, too. The goal of this mode of communication is to convince the audience with certain point of view. Tourism destinations utilize audio-visual materials to clarify and enlighten how their services will improve guests' life quality and create them healthier persons (Cui, Liu, Wang & Yang 2013). This marketing tool plays a major role in notifying both future and existing clients and influencing their purchase decisions (Ingavale 2013, cited in Bonney 2014).

Videos process almost 75% of whole information in brain (Bhosle, Chaudhary & Sharma 2012). Human minds do not make a variance between real and the advertisement information in visual form at a subconscious level (Bhosle, Chaudhary & Sharma 2012). Generally, promotional videos leave an impression and play a dynamic role in influencing dreams and desires of viewers, helping them to take decisions about choosing good quality products and brands (Bonney 2014).

Numerous destinations launched tourism promotional videos through websites, television, and YouTube for attracting tourists (Jakopović 2015). Such video materials are a highly effective form of web content; they are persuasive and engaging. Tourism promotional videos play an important role on the individuals' perceived image of a destination. They help in portraying respective country's destination features and identity (Josiam, Kinley, Pookulangara & Spears 2012).

Video is a powerful tourism marketing strategy, helping to target marketing

UNIVERSIDAD DE MÁLAGA

messages towards potential tourists in a way that is convenient to them. Promotional videos more easily imitate reality and the fantasy world; they have more emotional content and propose a bigger prospect of entertainment compared with the promotional printed form of communication (Hemsley-Brown & Yaakop 2014). If a picture says thousand words then a video says a million (Dirkin, Hilden, Koehler, Lundeberg, Phillips & Yadav 2011). Videos have the capability of producing a good and positive feeling about a tourism product or service by adjoining it with additional effects that a person likes (Bhosle, Chaudhary & Sharma 2012).

Nowadays, tourists have become less motivated to read in detail about destinations, they increasingly choose audio-visual information sources to get information regarding a place (Kerckhove, Pandelaere & Tessitore 2014). Moreover, they decide a place for travelling based on the available audio-visual information rather than a pre-decided place. Therefore, destinations moved to audio-visual media, like advertisement videos, to promote their services.

Following the studies of Lee, Pan, and Tsai (2011), promotional videos are a good form of advertising holiday destinations to the audience, since they present the views for travellers to visualize and dream about a holiday destination in a short video. According to Josiam, Kinley, Pookulangara, and Spears (2012), scenes of places viewed in videos can inspire viewers' willingness to travel to those particular destinations and participate in the activities shown the videos.

Tourism promotional videos are a quick source of valuable information for tourists (Lee, Pan & Tsai 2011). The effects of promotional videos have positive impacts on the image formation of tourist destinations, as they are perceived as beautiful and eye-catching tourist destinations (Chen, Hua, Shani & Wang 2009). Through inspiring tourists to visit destinations, tourism promotional videos make a contribution to the tourism and brand development of destinations (Jakubowicz 2010).

Furthermore, videos can precisely depict weather conditions of destinations. Weather and climate play an important role in tourists' decision making (Becken 2010). It means that tourists make their decisions on visiting a destination on the basis of whether the weather condition matches with their preferences or not (Ehmer & Heymann 2008, cited in Becken 2010). In other words, weather triggers the initial decision making of tourists to visit a place in the first place. For example, tourists who

UNIVERSIDAD DE MÁLAGA

enjoy warm or hot weather will prefer to view a tourism video of a country with warm or hot weather and that might inspire them to visit that place in future.

Tourism advertisement videos show unique and convincing destination features, such as people, nature landscape, and activities, presented very uniquely without any negative image of a place. A review of a place with additional information regarding unique food, carnivals or festivals, cultural events, pictures of unique places and architectures, accommodation facilities, transportation system, etc., might make a tourism promotional video more enriched and attractive to the audience. Such videos do not only present essential information regarding visiting a new place, they also create a sense of insurance, stability, and security in the tourists mind regarding a place (Alvarez & Campo 2014). It leads to the desire of a further search for more information about the place. Hence, tourism promotional videos help in promoting tourist destinations by inspiring tourists to visit them.

UNIVERSIDAD DE MÁLAGA

CHAPTER 3. RESEARCH METHODOLOGY

3.1. Data Bank

This research consists of an analysis of a corpus of health tourism promotional texts taken from the Web, nowadays a major source of information. For my purposes, I have selected tourism websites offering a clear view of the promotion of health and wellness in Ukraine. The data collection of this study is two websites of the Carpathian health resorts. The selection of these websites is purposeful; both officially represent health tourism and describe their varied tourism locations, healthcare services, nature attraction, and culture in an attractive language.

The corpus for investigation consists of the following websites that are popular and accessible:

1) https://san-karpaty.com/. This is the official tourism website of "Karpaty" hotel and resort. "Karpaty" is located in the southern part of the city Truskavets, on the banks of the picturesque lake, which is like a mirror reflecting the majestic hills of the Carpathian Mountains. Now, this institution is a hotel-museum, surrounded by the landscaped park "Foothills" with its own zoo. In the complex, there are attractive buildings, restaurants, and bars with gourmet kitchen, concert and dance halls, sports complex, modern medical and SPA centres. It promotes more than 23 therapeutic-diagnostic procedures together with the comfortable hotel rooms with splendid views and all conveniences; moreover, guests are offered the services of a buffet with the products delivered from the farm of the resort. The modern medical and diagnostic centre of the complex is one of the most efficient in Truskavets, owing to a great number of the newest diagnostic and medical procedures and also to a highly professional medical staff a with great work experience. An own pump-room of healing mineral water of Truskavets with contactless heating elements is located in this centre.

2) http://solvahotel.com/en/. This is the official tourism website of "Solva Resort & SPA" recreation-therapeutical complex. It is situated in a deep mysterious forest on the 10-hectare area surrounded by majestic Carpathian mountains. It is a large balneological and gastroenterological health resort located at a height of 340 metres above the sea level at the North-Eastern foot of Vihorlat-Gutin (Volcanic) Carpathian

UNIVERSIDAD DE MÁLAGA

Mountains ridge in the Tyhiy hole, the place of the hunting house of Austrian count Shenborn-Boohgame that used to stay there. On the territory of the complex, thanks to the unique climatic and geological conditions, the healing sources of the mineral water "Polyana Kvasova" come up from the depths of the Earth. It is like "the elixir of life" that can make miracles of healing and renovation. To treat the guests, the specialists use this water not only for drinking; it is also the basis of all balneological procedures.

The websites for examination were selected among the best ones promoting health tourism. These tourism websites are perfectly designed by two different healthcare destinations; their designs are worth attention due to their careful and delightful planning and organization. Moreover, the websites are very complex and present different channels of information, the messages of which adopt various influential verbal and non-verbal techniques to persuade the users to book services from these health tourism institutions.

3.2. Research Design

The design of the investigation is based on the multimodal framework proposed by Pauwels (2012) that helps in analyzing web phenomena (i.e., discourse). Luc Maria Alfons Pauwels (born 1957) is a Belgian visual sociologist and communication scientist; he is known for his work on visual research methods. He developed specific conceptual framework for Web domain that has been applied by researchers in various fields. Pauwels (2012) claims that the detailed and multifaceted analysis of the Internet and websites with all of their constituting parts requires a multimodal analysis.

Pauwels' (2012) multimodal framework takes a medium specific and sociocultural perspective to analyze websites as discourse. His model consists of six phases, corresponding to a certain logic of discovery: from looking at immediately manifest features and performing measurements to more profound interpretations of the constituting components and their relations. Therefore, the research migrates from salient data, which is easy to quantify, to more interpretative analysis focused on discovering and unravelling intended and even unintended meanings.

1. *Preservation of first impressions and reactions.* This first phase precedes the actual analysis and requires researchers to generate a general first impression of the websites they are analyzing by recording any initial reactions. In this step, researchers

UNIVERSIDAD DE MÁLAGA

have to make an instant assessment of a website with respect to genre and purpose and note down their affective reactions. These first spontaneous reflections need to be recorded, as they are important to feed a reflexive attitude, which implies the conscious reception of a website. This helps researches understand the reactions of the users, who have not studied a website as a focus of research.

2. *Inventory of salient features and topics.* In this phase, researchers focus on collecting and categorizing present features and topics of a website. This analysis makes an inventory of website features and attributes and an inventory of the main content categories and topics. These elements can then be counted or measured and put into significant categories according to the theoretical insights or hypothesis of a study. A content inventory is a quantitative analysis of a website, simply logging what is on a website. This phase yields a first basic set of indications in relation to functions, purposes, genre conformity, affiliations, and opinions expressed in a selected website. This step of analysis requires minimal interpretation and is limited to a primarily denotative reading of the content of a website. In some cases, automated data collection is possible, for instance, an automated search for certain words in a content analysis of a text corpus (Bauer & Scharl 2000; Bell 2001). This phase is the start of a website review.

3. *In-depth analysis of content and stylistic features.* The third phase is the central and the most encompassing step that proposes to look at information that is presented in separate modes (i.e., intra-modal analysis) and then to look at the complex forms of interplay between these different modes (i.e., cross-modal analysis). The intra-modal analysis of a website includes verbal or written signifiers, typographic signifiers, visual representational signifiers, sonic signifiers, layout, and design signifiers.

Studying verbal or written signifiers, research is focused on analyzing potential meanings that reside in the explicit and implicit content of the written utterances of a website, for example, opinions, propositions, descriptions, etc. Moreover, the study should look at the stylistic features of the written language and their possible meanings and effects.

The analysis regarding typographic signifiers focuses on detecting the potential specific meanings that reside in the visual properties of the written texts of a website, such as font choice, font size, font style, font colour, line spacing, legibility, etc.

UNIVERSIDAD DE MÁLAGA

Studying visual representational signifiers is a very complex part of an analysis. The reason is that visual representations come in many different types and shapes: graphical representations, for example, charts; algorithmic representations, for example, photographs, scans; non-algorithmic representations, for example, drawings, paintings; symbols, icons, and numerical representations, for example, tables. These visual representations involve different analytical stances because of their very diverse referents, production processes, and uses. The features of these signifiers may express a particular persuasive power on the users of a website.

Sonic signifiers should be taken into consideration, as some websites include auditory aspects, which are also varied. The analysis of this part includes spoken words, which have syntactic, semantic, and pragmatic features similar to written texts as well as a set of potentially significant phonetic characteristics; vocal sounds; non-vocal sound; and music.

The study of layout and design signifiers is an important part in any website analysis. The features of website design and layout are essential elements used to attract, direct, and invoke the desired effect on and response from website users.

Finally, analysing cross-modal interplay, researchers should pay attention to the forms of interaction between linguistic, visual, auditory, and spatial elements; as meaning can be constructed through interplay of two or more elements. This analysis focuses on the relations between written parts and visuals, the relations between sound and visuals, the possible interactions between typography, layout, and design elements with textual content, visual representations, and sound, etc. The analysis may also include even the relations between different elements within the same mode.

4. *Embedded points of view or "voice" and implied audiences and purposes.* This phase of research is an effort to identify perspectives and audiences that can reside in many aspects of a website. For example, points of view or voices may reside in visuals and textual or design elements. They are very manifest through using first person singular or plural, or a third person voice in the text of a website or through adopting subjective, half-subjective, and objective camera positions in images. It also helps reveal the embedded goals and purposes of the messages communicated on a website that determine the intended primary and secondary audiences. The purposes and audiences can be explicitly stated, but they can also more indirectly be derived from expected user behaviour. Website offerings, types of address may hold indications of

UNIVERSIDAD DE MÁLAGA

expected behaviours, such as buying a product or service, being converted, etc. The implied audiences can be identified in terms of economic status or class, specific age groups, and other characteristics. This phase complements the first phase with a more in-depth analysis of manifest and latent aims. As this research phase involves a sub-textual reading of all elements and their interplay, it consequently may involve much interpretation.

5. *Analysis of dynamic information organization and spatial priming strategies.* This analysis focuses on studying the structural and navigational options and constraints of a website, it also explores priming strategies and outer-directed features with respect to steering preferred readings and conduct. This phase looks at a website's architecture, making meaning of it. The study reveals how the users potentially navigate through a website. Researches should focus on the overall information organization and on the position of different bits of information in that structure. The structure may allow for free roaming or exhibit a set of rules that the users should follow. The structure of a website is considered potentially significant in terms of persuasiveness. Comfortable navigation on a website is a guarantee of successful existence of that website. The study of external hyperlinks is also very rewarding, as they are further and clear expressions of particular interests.

6. *Contextual analysis, provenance, and inference.* The final phase of Pauwels' multimodal framework generates the global significance and meaning of a website under investigation. To construe useful information on websites is a complex work that requires appropriate choices and ability to combine these different choices to deliver intended and unintended effects. Website creators should be fully aware of all aspects and effects of combining different communication elements. When sources on a website are detected, researchers should further investigate their authority, trustworthiness, and whether they are up to date.

Therefore, Pauwels' model (2012) provides a structured overview of many website aspects that may disclose specific persuasive techniques inscribed into technical systems (Figure 1). The utilization of this multimodal framework for my data collection helps organize the investigation according to its phases and sub-phases. Moreover, it is helpful to assess different layers of the websites' design without omitting ones that are buried deeply in the selected webpages.

UNIVERSIDAD DE MÁLAGA

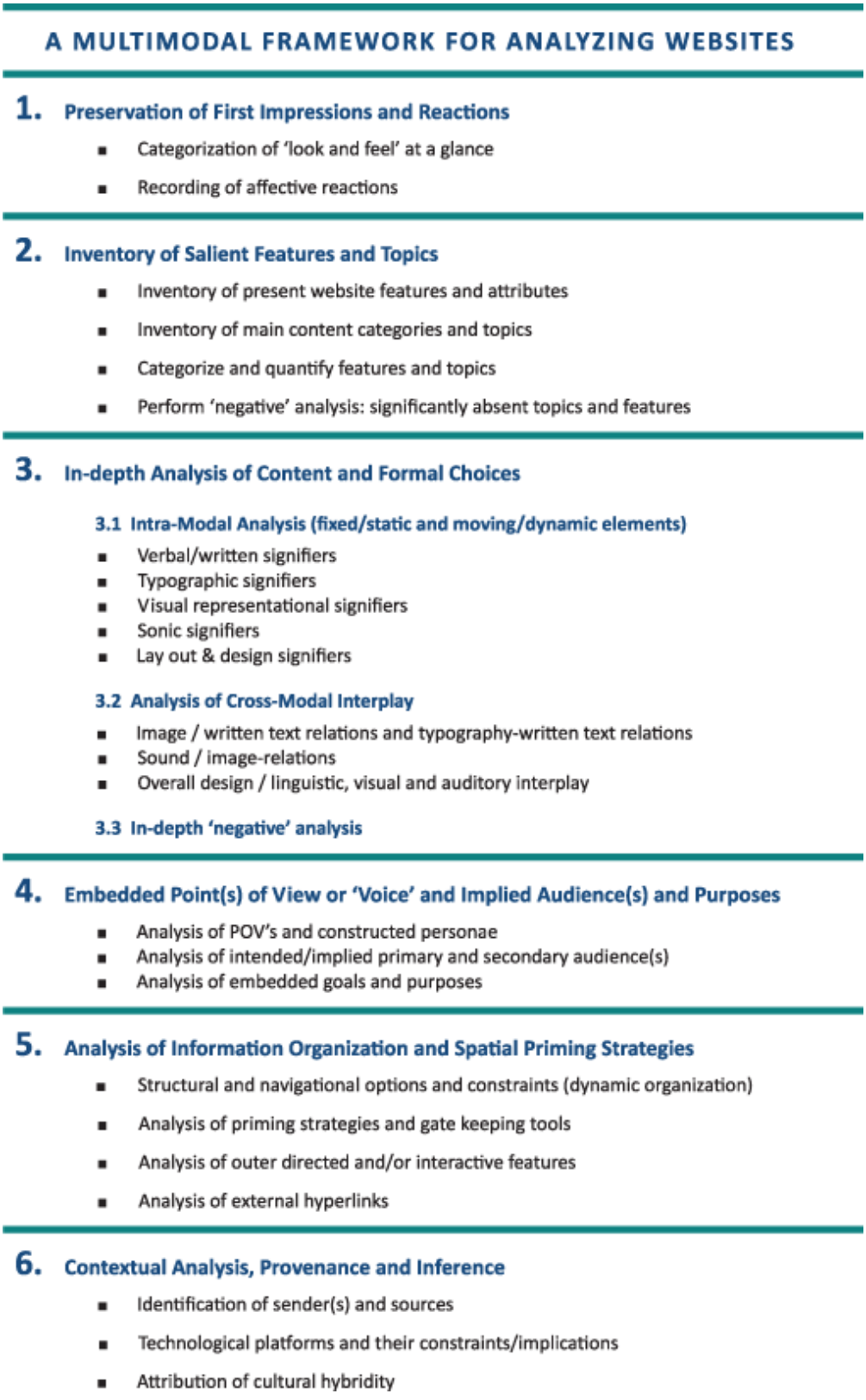

Figure 1. Multimodal framework for analyzing websites (Pauwels 2012: 252)

UNIVERSIDAD DE MÁLAGA

3.3. Research Methods

This research is conducted with the combination of several methods and incorporation of both quantitative and qualitative approaches. Each mode of communication presented on the websites requires an appropriate method of research to elicit the influential strategies used to persuade the users of these websites. For this research study, I used an automated data collection technique for the verbal texts, the model proposed by Kress and van Leeuwen (2006) for the visual data, and the scheme developed by Dimitrova *et al.* (2002) for the video content. Moreover, the investigation utilizes, where appropriate, the theories and works presented in the theoretical part of this thesis to achieve the study goals.

3.3.1. Automated verbal data collection

Over the years, corpora have become larger, requiring specialized software tools to analyze their linguistic data. Today, linguistic texts can make use of computers to analyze their contents using automatic and interactive techniques (Biber, Conrad & Reppen 1998). Automatic data capture refers to the methods of automatically identifying objects, collecting data about them, and entering them directly into computer systems without human involvement. In other words, mechanized system of data collection is a system in which a set of equipment recognizes, reads, and records desired information using one of the automatic identification techniques.

In order to facilitate this study in different aspects of language and for a more detailed analysis, the investigation is supported by means of a text analysis software program called AntConc 3.5.8. and developed by Laurence Anthony, Ph.D. in 2019. AntConc 3.5.8. is a freeware, multiplatform tool for carrying out corpus linguistics research and data-driven learning, which helps in undergoing a content analysis of verbal data. It is an advanced text analysis application that provides details about the text inside of one or multiple text files. The keywords and the most frequent words of the selected text corpora will be generated with this computer-aided text analysis program to explore how the websites under investigation are linguistically construed at the lexical level. It also exposes how words behave in the texts in order to observe the linguistic variations that render the messages of the websites more appealing to the audience.

UNIVERSIDAD DE MÁLAGA

AntConc 3.5.8. includes a suite of programs created to observe data and display it in different formats. It contains seven tools, but I will work with the applications *Word List* and *Concordance*. By using this software, a quantitative analysis is carried out on the verbal texts of the websites, in particular, on the functional value of pronouns, nouns, verbs, and adjectives. The analysis from this quantitative overview of the lexicon relies on this program in order to identify the main themes that appear more dominantly on the webpages of the resorts.

As a starting point, some statistical information on the verbal texts is gathered by the means of *Word List* tool, providing information on the richness of the used vocabulary. *Word List* provides a list of all the words contained in the chosen texts for analysis, in frequency order or in alphabetical order. In other words, this tool counts all the words in the corpora and presents them in an ordered list. This allows finding which words are the most frequent in the corpora. This information helps understand the characteristics of the texts. I will use the function *Word List* to create a list of terms ordered by the number of times that a word type appears in a text, and this process will help in selecting manually the words needed for this study. Specific attention will be paid to the words pertaining to the semantic fields of medicine, hospitality, and diversity. With regards to the frequent word lists, the top lexical items will be selected from them. These will be achieved by excluding all items that are not nouns, pronouns, adjectives, and verbs. These selected words are considered as valid sources to observe the most frequent topics on the websites.

To look more closely at the discursive choices, concordances for the keywords and the high frequency lexical items are also retrieved electronically to analyze them. With the *Concordance* function, I quote some examples of the use of these words within the context of the corpora to evidence the use of persuasive strategies used on these institutional webpages. In this case, *Concordance* enables identification and analysis of the linguistic co-text of a word. This tool shows search results in a KWIC (KeyWord in Context) format, demonstrating how words and phrases are used in the texts. These words are shown centred in standard concordance lines with a variable amount of context at either side. The *Concordance* application is useful for this work because it allows studying the context of some keywords whose usage in the promotional materials is analyzed later. These sets of word combinations are called collocations, and they are necessary because keywords are pragmatic units that acquire meaning in a context.

UNIVERSIDAD DE MÁLAGA

The functions *Word List* and *Concordance* included in the program AntConc 3.5.8. are useful tools that help exploit the corpora in an easy way; and as a result, I will be able to analyze efficiently the results obtained from the data, achieving, in this way, the purposes established in this thesis.

3.3.2. Visual qualitative analysis

Kress and van Leeuwen's (2006) work on visual representation will be applied for conducting the visual analysis of the websites; it is helpful in determining the specific points of attention and in explaining their influence on the audience. Their *Visual Grammar* introduces different mechanisms in analyzing visual images, the structures of which present particular interpretations of the forms of social interaction. This framework for analysing and understanding visual images is effective for description of visual semiotic resources presented on the selected websites. According to Kress and van Leeuwen (2006), visual design can be interpreted through the analysis of cues and signs that have individual meaning and may join together to create a larger effect. Following the model, the visual texts of the websites will be analysed according to the representational, interactive, and compositional metafunctions:

1. *The representational metafunction* dials with the patterns of representation; that is to say, the way experience is encoded visually. Representational meanings refer to how the participants, processes, and relationships are represented in an image. The visual encodings are carried on by narrative and/or conceptual structures. Narrative structures display unfolding actions and events, processes of change, and transitory spatial arrangements. They always present a depicted element that forms an oblique line or vector to indicate directionality (Kress & van Leeuwen 2006). Depending on the types of vectors and participants involved, there are several kinds of narrative processes: action, reactional, speech, mental, and conversion. Furthermore, the actions of an image can be non-transactional (i.e., only actor) and transactional (i.e., actor and goal), where the goal is the participant towards which the vector is directed. Narrative structures also include secondary participants, called circumstances. They are connected to the main participants by other ways than vectors. These elements can be left out without changing the narrative pattern, but this may cause loss of information.

UNIVERSIDAD DE MÁLAGA

Conceptual structures represent participants in terms of their class, structure, or meaning (Kress & van Leeuwen 2006). Therefore, they are divided into classificational, analytical, and symbolical. Classificational processes relate participants to each other: there is always a subordinate for a superordinate. Analytical processes connect participants in terms of part-whole structures; the parts or possessive attributes belong to the whole or carrier. Symbolic processes transmit what a participant is or means (Kress & van Leeuwen 2006). Analogously to simple or complex sentences in language, narrative and conceptual structures can appear individually or together.

Following the representational function, two kinds of participant should be distinguished: interactive participants (i.e., the real image producer and the viewers) and the represented participants (i.e., people, places, events, and things portrayed in an image). In the case of tourism promotional discourse, the text production and reception are disjointed, as the interactive participants cannot be co-present. Therefore, relations between them are represented, rather than enacted.

Human beings need to be evaluated in tourist pictures as well. If the visual space of an image does not feature any human presence, the viewers have an invitation to enter this represented space. If humans are presented, attention should be paid to their distinct roles, for example, hosts or guests. In this case, the image stimulates in the viewers a process of identification that should be analysed, too. Following Francesconi (2014), under the category of "things" as represented participants in tourist visuals, abstract images like maps, graphs, or logos should be considered, too.

There exist relations among all these participants. The relation between the represented participants can be considered as syntactic, between the represented and the interactive participants as semantic, and between the interactive participants as pragmatic. Interactive participants are real people who create and make sense of images (Kress & van Leeuwen 1996). In tourism web communication, without the existence of images, the relation between a producer and a receiver will not exist; therefore, the visual representation constitutes the relation between them.

As indicated above, the important feature in tourism web communication is that the producers and receivers of advertisings are separated from each other. "There is a disjunction between the context of production and the context of reception, the producer is not physically present" (Kress & van Leeuwen 1996: 199). So they are not able to intervene the process of reception. "All they have is the picture itself ... And producers,

UNIVERSIDAD DE MÁLAGA

similarly, can never really know their vast and absent audience, and must, instead, create a mental image of the viewers and the way viewers make sense of their pictures" (Kress & van Leeuwen 1996: 119). According to Ronald Barthes and his theory of "death of the author", when an advertisement is distributed, it is abandoned from the producer and is given to an endless range of interpretations.

To conclude, "the representational metafunction is about the people, places, and objects within an image" (Harrison 2003: 50). The representational metafunction determines what an image is about, identifies who the represented participants are, and assesses the relationships between represented participants, and other issues within this image. Overall, the representational metafunction provides context to an image.

2. *The interactive metafunction* is represented by the patterns of interactions between participants that can lead to various relations (Kress & van Leeuwen 2006). The interactive meaning of images has three forms: image act (i.e., contact), social distance, and point of view (i.e., attitude). An image deals with the gaze (i.e., contact) direction of the represented participants, which can be directed at the viewer (i.e., demand pictures) or not (i.e., offer pictures). Therefore, images can directly or indirectly address their viewers: a demand image engages the viewers with a direct gaze from a person in the image, and an offer image addresses the viewers without a direct gaze. Demand pictures are able to establish an imaginary relation with the viewers; and the act can also be emphasized by facial expressions and gestures (Kress & van Leeuwen 2006). On the other hand, offer pictures depict the represented participants impersonally as items of information or objects for contemplation. The choice of image act can suggest different relations between participants, such as engagement or detachment.

Social distance is the distance of an image from the viewers. According to different camera perspectives, Kress and van Leeuwen (1996) discuss different kinds of represented social distances in pictures that are realized through spatial distance (e.g., close, medium, and long shots). They put the viewers either in a rather close and intimate, or in a rather reserved and distal position. It can lead to different relations between the represented participants and viewers (Kress & van Leeuwen 2006). The further the social distance, the more distant the relationships. Social distance is presented with different sizes of frame that are applied not only to humans, but also to objects, buildings, or landscapes. The size of a frame is defined in relation to specific sections of human body displayed on a screen. In "close-ups", only the head and the

UNIVERSIDAD DE MÁLAGA

subject's shoulders are depicted; in "medium-shots", the subject is cut off at the knees; in "long-shots" the human figure is fully represented (Kress & van Leeuven 2006). For example, the size of frame in the focused image is a close-up shot; it leads to a close social distance and involves the participants in an informal relation typical between friends.

The last dimension of the interactive function is a point of view or perspective that enables visuals to establish the relationship between the interactive participants. This dimension is determined by the angle of a shot and indicates attitude toward the represented elements. There are subjective images (i.e., with perspective), presenting everything from a particular perspective and dictated by their producers, and objective images (i.e., without perspective), depicting all there is to know about the subjects (Kress & van Leeuwen 2006). The subjective features of images are realized through various choices of horizontal and vertical angles, each indicating a different relation. For example, the horizontal angle can be frontal, indicating involvement, or oblique, showing detachment. The vertical angle refers to the relation of power between the represented participants and viewers. A high angle depicts a higher power of the interactive participant towards the represented participant, while a lower angle shows a higher power of the receivers. If they are in the same height, the power relation is balanced; that is to say, they maintain equal relations.

Kress and van Leeuwen also include in their model of visual design the concept of modality that concerns with the representation of truth and falsehood, certainty and doubt, credibility and reliability. Modality is constructed by a complex interplay of markers, such as colour saturation, differentiation, or modulation; contextualization; space representation; depth; illumination and brightness.

To conclude, the interpersonal metafunction resembles "the actions among all the participants involved in the production and viewing of an image" (Harrison 2003: 52). The participants involved in the interpersonal metafunction are the creator of an image, the represented participants in the image, and the viewers of the image. The interpersonal metafunction is fundamental, as it looks at how an image engages with the viewers.

3. The last metafunction deals with *the meaning of composition*. It is related to "the way in which representations and communicative acts cohere into the kind of meaningful whole we call text" (Kress & van Leeuwen 1996: 181). In other words, the

UNIVERSIDAD DE MÁLAGA

components of any image are integrated in order to create meaningful whole. Meaning is built by three interrelated elements: information value, salience, and framing. Moreover, these systems are not restricted to single pictures; they can be applied to composite visuals that combine a text, image, or other graphic elements, and their layouts.

Information value is referred to three main visual areas: left and right; top and bottom; and centre and margin. Regarding left and right, the composition is structured along the horizontal axis of an image. The left side presents given information, which is assumed to be familiar and accepted as a point of departure for the message of an image. On the other hand, the right side is reserved to new information, to something unknown, or requiring special attention of the viewers (Kress & van Leeuwen 2006). Also, information can be structured along a vertical axis. The information placed at top is presented as essential or ideal, illustrating a "promise"; the bottom depicts the objects with real or more specific and practical information. Furthermore, the centre is reserved for the nucleus of information, whereas the margins are similar and subservient to the centre.

Salience is an important system in the composition of visual meaning. This feature makes a difference among elements, as some are presented as more important or attractive than others. In pictures, salience can be realized through such visual clues as size, sharpness of focus, tonal and colour contrast, placement in the visual field, perspective and specific cultural factors (Kress & van Leeuwen 2006).

Framing is another system that connects the representational meaning to the interactive one. In an image or page, the elements can be either connected or disconnected by frame lines, discontinuity of shape, or empty space between them. In addition, connection can be highlighted with vectors.

Compositional metafunction helps to assess the relationship between the representational and interactive metafunctions. According to Harrison (2003: 55), "composition in imagery is equivalent of syntax in language", and the compositional metafunction examines how the representational and interactive metafunctions integrate with each other to make a whole.

To conclude, the visual systems presented by Kress and van Leeuwen (2006) project the three meanings simultaneously, constituting multidimensional structures.

UNIVERSIDAD DE MÁLAGA

Each meaning can be created through the choices taken from the system networks, as explained above and fixed in Figure 2.

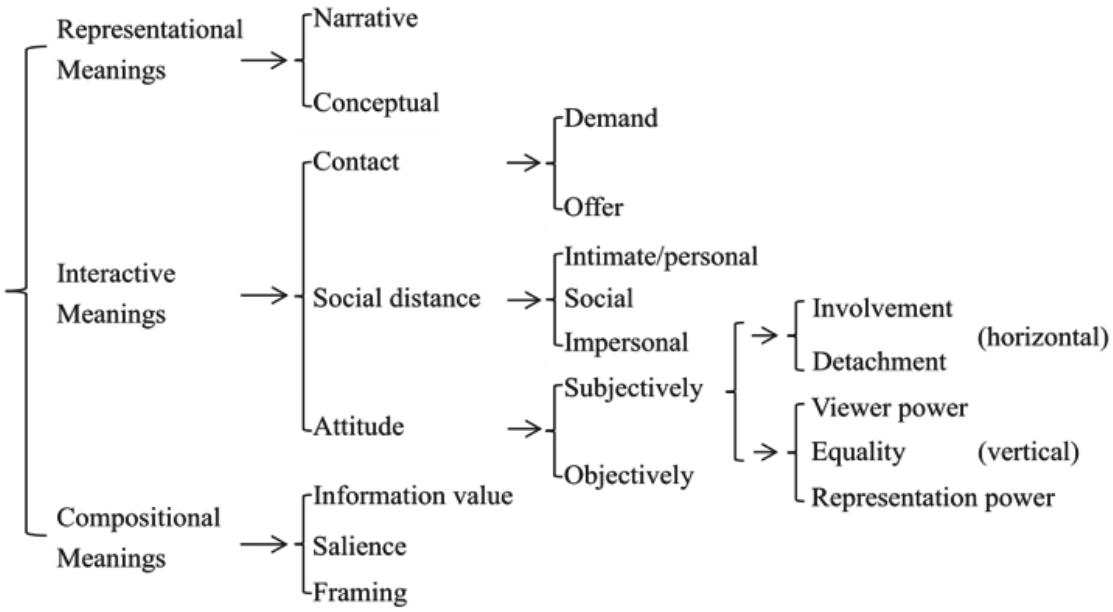

Figure 2. Network of visual grammar
(adapted from Kress & van Leeuwen 2006) (Cheng 2016: 87)

Therefore, Kress and van Leeuwen (1996, 2006) have provided several analytical tools for interpreting visual language. *Visual Grammar* is helpful in the construction of meanings by means of visual elements that aid to reconstruct the textual dimension of the promotional texts. Kress and van Leeuwen (1996, 2006) have presented not only the theory but also the vocabulary needed to talk about and read images. Therefore, visual resources can be interpreted and not only be described and observed. The model proposed by Kress and van Leeuwen is applicable to various domains and can help researchers understand better visual communication.

Harrison (2003) recommends that the best way when using this visual semiotic framework is not to implement and utilize the whole framework immediately. He suggests focusing on one or two of the three metafunctions and choosing only a few elements to focus on until researchers are comfortable enough to undertake a more in-depth study over a longer period of time.

UNIVERSIDAD DE MÁLAGA

3.3.3. Video-based qualitative research process

Today, video is a powerful and sophisticated instrument for data collection. Video allows for a rich recording of social processes and provides a useful and helpful kind of data. Consequently, video data should be analysed, and it exerts profound impact on research practice. Despite the growing popularity of video as an instrument, the methodological discussion of it is still underdeveloped (Knoblauch *et al.* 2012). There are still limited tools and applications to describe and manage video data. Manually generating video content description is time consuming, and it can be subjective, inaccurate, or incomplete. The fact has attracted researchers from various disciplines, each with their own algorithms and systems (Dimitrova *et al.* 2002).

According to Dimitrova *et al.* (2002), a video is perceived as a document, and the appropriate approach to study it is to index its data. Video indexing should be analogous to text document indexing, where a structural analysis to decompose a document into paragraphs, sentences, and words is performed before building indices. When a book is authored, a table of contents for browsing the content's order and a semantic index of keywords and phrases for searching by content are created. Similarly, a video document should be segmented into shots and scenes to compose a table of contents, and key frames or key sequences as index entries for scenes or stories should be extracted. Therefore, a content-based video research identifies meaningful composition structure and extracts and represents content attributes of any video source by parsing its video, audio, and text.

A typical scheme of video-content analysis and indexing (by Nevenka Dimitrova, Philips Research; Hong-Jiang Zhang, Microsoft Research; Behzad Shahraray, AT&T Labs Research; Ibrahim Sezan, Sharp Laboratories of America; Thomas Huang, University of Illinois at Urbana–Champaign; Avideh Zakhor, University of California at Berkeley) proposed in 2002 involves four primary processes: feature extraction, structure analysis, abstraction, and indexing. This scheme will be applied in the analysis of the audio-visual materials found on the selected websites.

Feature extraction is a critical process in content-based video indexing. The effectiveness of an indexing scheme depends on the effectiveness of attributes in content representation. For example, extractable video features can be colour, texture, shape, structure, layout, or motion that can be mapped into semantic concepts, such as indoor and outdoor, people, different scenes, etc. Although visual content is a major

UNIVERSIDAD DE MÁLAGA

source of information in a video, valuable information is also carried in other media components, such as text, audio, and speech that accompany the pictorial component. A combined analysis of these elements would be far more effective in characterizing a video material.

Video *structure analysis* is the process of extracting temporal structural information of video sequences. This process helps organize video data according to their temporal structures and relations in order to build a table of contents. At this stage, temporal boundaries and meaningful segments of a video should be identified. This process of video structure parsing segments a video into individual scenes. A scene, from a narrative point of view, consists of a series of consecutive shots joined together because they are shot in the same location or share some thematic content. This procedure is analogous to paragraphing in text document parsing that requires a higher level of content analysis. Generally, video boundaries are determined by editing points or where the camera switches on and off. Usually, grouping the shots into semantically meaningful segments is not possible without incorporating information from the text, audio, and speech components that accompany video frames.

The process of *video abstraction* aids in creating a presentation of visual information about the structure of a video. The abstraction process is similar to extraction of keywords or summaries in text document processing. That is to say, key frames or highlights as entries for scenes have to be detected. They are still images that best represent the content of shots in an abstract manner. The representational power of a set of key frames depends on how they are chosen from all frames of a sequence. Combining the structure information extracted from video parsing and key frames extracted in video abstraction, a visual table of contents of a video can be built.

The structural and content attributes extracted in feature extraction, video parsing, and abstraction processes are the attributes that are entered manually. They are often referred to as metadata. Following these attributes, video indices and the table of contents can be built through, for instance, a clustering process that classifies sequences or shots into different visual categories or an *indexing structure*.

UNIVERSIDAD DE MÁLAGA

3.4. Research Procedures

The selected websites are analysed under the light of Pauwels' model (2012) for

analyzing websites. The six stages of Pauwels' multimodal framework for analysing websites from both a medium-specific and socio-cultural perspective helped uncover the layers of ideological meaning on the websites.

I began my data collection for multimodal analyses by recording my initial reactions and first impressions of "Karpaty" and "Solva Resort & SPA" websites. This stage helped demonstrate that the selected corpora are attractive health tourism promotional materials that are designed to gain customers. This process has enhanced my confidence that the texts are worth studying.

Afterwards, I collected and categorized the meaningful components of both websites. For the purpose of this study, the data was gathered manually and with the usage of the automatic program AntConc 3.5.8. The verbal and non-verbal data were counted; however, this information is presented alongside the main analyses (i.e., in-depth analyses) to facilitate reading this thesis. Additionally, due to the fact that websites are constantly being updated over time, I was only able to focus on analyzing both websites at a specific point in time rather than conducting a longitudinal study over an extended period of time. The data compiled was taken during the 2019-2020 winter. For getting additional information related to the COVID-19 outbreak, I again explored the selected corpora in December 2021.

The next step is intra-modal and cross-modal analyses, which were the main part of this research. In order to gain precise and accurate results for this study, both qualitative and quantitative research was conducted. The selected corpora were analyzed using the techniques of analysis of verbal and visual elements to sustain the above-mentioned hypotheses. Therefore, the analysis is two-fold, as the persuasiveness of the promotional materials is explored at two different levels. The key focus of the research is on the equal stress of both the linguistic (i.e., verbal) and non-linguistic (i.e., visual and audio-visual) semiotic resources of the corpora.

In the context of health tourism research, this study has a qualitative nature because it aims to explore an influential discourse of two different health tourism institutions, which are constructed through language usage, visuals, audio-visuals, and layout and design elements to convince the audiences to book the offered services. Hence, this study has applied different types of analysis, namely textual analysis, visual analysis, audio-visual analysis, and the analysis of interaction between different elements creating a meaningful whole. The aim of this is to detect the components and

UNIVERSIDAD DE MÁLAGA

the features that produce an influential power to meet the marketing purposes of the websites.

The textual analysis was adopted to analyse the verbal texts found in the selected websites, whereas the visual and audio-visual analyses were utilised to examine the text accompanying components of these health tourism websites. Employing a qualitative approach, this multimodal discourse analyses were helpful to analyse the data in order to obtain a better understanding on how the two different discourses of health tourism enhance the value of the tourist destinations for the purpose of persuading.

The quantitative study is based on the frequency of the verbal elements that contribute to the persuasive effect of the websites. These elements are nouns, verbs, pronouns, and adjectives (not including words originally pertaining to other syntactic categories as, for example, past participles). The total of each of them in all the data will be given in tables. These words will be ordered in terms of their frequency in the corpora. Moreover, the photos will be counted according to some topics. This process will help determine the keywords and key images used and, consequently, the key topics of the websites.

Therefore, the study is going to throw light on the discourse that describes the services offered by the selected health resorts by examining the techniques they employ, ranging from the verbal techniques to verbal in combination with other resources, such as images, photos, videos, maps, webcams, 3D tours, signs, icons, and buttons. I will undertake an explanatory study from which we will see real examples of the use of health tourism discourse in promotional materials with the intention of persuading. I will carry out an analysis of the most common and prominent strategies employed by these web pages to encourage tourists to choose these places as their travel destination.

This work is characterised by multi-disciplinarity and by a plurality of methods, approaches, and strategies, reflecting the heterogeneity of the object of this study. Any single use of theories to analyze various modalities contained in a multimodal discourse would be inadequate and less comprehensive. Therefore, in order to obtain more insight into the persuasive techniques, different approaches are combined in a multi-method analysis of the websites.

At the linguistic level, I will make an investigation of the written discourse from lexical, grammatical, stylistic, syntactic, and textual perspective. The study is based on

UNIVERSIDAD DE MÁLAGA

the assumption that words in tourism advertising do not occur accidentally, and that the persuasive function of tourism discourse is closely related to linguistic choices. The most frequent words and keywords will be studied (i.e., nouns, verbs, personal pronouns, and adjectives). These lexical items are further discussed, taking into account their co-occurring words and their functions. The concordances of these words are explored along with their colligations. Moreover, I will discuss adverbs, numerals, loan words, terminology, stylistic resources, slogans, conditional and interrogative sentences to investigate their contribution to the persuasive effect on the websites. Therefore, I will aim to distinguish specific linguistic patterns and features that characterize this promotional language as influential one.

Utilizing some linguistic tools based on Dann (1996) and Manca's (2018) theories, the verbal texts are analyzed taking into consideration the previously highlighted aspects, namely: structure, identification of the sender, use of monologue, euphoria, tautology, comparison, keywords/keying, testimony, humour, languaging, ego-targeting. These features, which marketers tend to choose, will be studied to find out how the authors of the websites describe the qualities of the promoted services and help the audiences to establish a positive attitude towards the offers.

The non-linguistic analysis of the websites, which deals with the visual and audio-visual aspects of the sites, focuses on the meaning of the non-verbal messages from a semiotic analysis perspective. At this non-linguistic level, I am going to carry out an analysis of the selected corpora investigating images, photos, spatial elements, videos, and design to determine if they contribute to persuasion. I will also look at how all these elements are bonded to the texts to construct the whole massage on the websites of the health resorts. In doing so, this research work presents one of the most important theories and models of visual social semiotics presented by Kress and van Leeuwen's (2006) that allow the realization of meaning making through the analysis of visual images, making it possible to understand these images without linguistic assistance. Following the theories of Kress and Van Leeuwen (2006), I analyzed the representational, interpersonal, and compositional metafunctions of the selected images and video shots. From there, I was able to uncover the underlying features of each image and video under investigation and to understand their persuasive influence. The theories of Belgian Mu Group (Groupe μ), which developed a structural version of visual semiotics on a cognitive basis as well as a visual rhetoric, were also useful for

UNIVERSIDAD DE MÁLAGA

exploring the visual elements of the corpora.

In order to study the selected videos, the procedures of the scheme of video-content analysis and indexing proposed by Nevenka Dimitrova, Hong-Jiang Zhang, Behzad Shahraray, Ibrahim Sezan, Thomas Huang, Avideh Zakhor (2002) was applied to build visual tables of contents for these videos. These tables present still images that are further investigated according to the theories that were utilized to study the images of the corpora. The process helps in discussing the persuasiveness that comes from the audio-visuals.

To address how health tourism is communicated through the websites, I also assess the texts to uncover the embedded audiences and points of view. At this stage of investigation, I highlight the usage of pronouns and the corresponding possessive adjectives as well as the used technological tools to determine the authoritative and external voices of the corpora, which are used to convince the audiences to book the offered services. And finally, I explore the overall information organization and the position of elements within the websites' structures, as these issues play an important role in guiding the users towards call-to-action areas of the websites.

Furthermore, the concepts and theories introduced in the theoretical part are employed to discuss the persuasive elements detected in the selected corpora. The work of Robert and Susan Cockcroft (2005) is of use in this thesis, as they explore persuasive techniques in the English language, unpicking the complexities of persuasive language, both written and spoken. This study also takes into consideration the well-known Cialdini's (2001) persuasion techniques that are widely used in many fields, especially in the advertising domain. Moreover, AIDA model helps explain how the communication messages of the websites engage and involve the users in the choice of the services.

Therefore, the study presents an interpretative discourse analysis through combining and adapting different methodical approaches to the conditions of the multimodal discourse of both websites (Pauwels 2012). These approaches are particularly suitable for description and meaning making capacity of promotional materials due to their ability to reveal how semiotic modes are used intentionally to reach the desired effects on the users and how marketers rely on certain strategies and structures to achieve their goals.

UNIVERSIDAD DE MÁLAGA

Given the fact that this investigation is going to detect persuasive signs from different modes, it creates some limitations in the work. Each level of investigation can be thoroughly examined that requires a huge work from researchers over a longer period of time. Since my work covers various layers of the websites' communication, it causes impossibility to conduct this research profoundly. Therefore, the investigation is carried out on the basis of the most visible persuasive techniques.

UNIVERSIDAD DE MÁLAGA

CHAPTER 4: ANALYSIS AND FINDINGS

The purpose of this section is to examine the way different persuasive strategies are used in health tourism websites to construct a particular image for attracting tourists. I have collected data in electronic format from two different institutional websites of the Carpathian Mountains. The used data were derived from the websites of "Karpaty" hotel and resort and "Solva Resort & SPA" recreation-therapeutical complex accessed from https://san-karpaty.com/ and http://solvahotel.com/en/. The analysis from the perspective of persuasion will be carried out for each website individually by applying Pauwels (2012) multimodal framework for analyzing Web discourse. Therefore, this chapter is organized into two main sections, each corresponding to one of the two selected cases. Within the main sections, there are six sub-sections: preservation of first impressions and reactions; inventory of salient features and topics; in-depth analysis of content and stylistic features; embedded point(s) of view or "voice" and implied audience(s) and purposes; analysis of dynamic information organization and spatial priming strategies; and contextual analysis, provenance, and inference. These sub-sections correspond to six phases for a website analysis proposed by Pauwels (2012).

To address the research issue, I have downloaded from the selected websites a dataset of website texts, all spanning from December 2019 to March 2020. The reason for this is that digital tourist texts are temporary and sometimes become out of date in a very short time due to diversification and competition of the market. Additionally, due to the COVID-19 outbreak that has taken a heavy toll on the tourism industry and impacted health-care services worldwide, I explored the same electronic domains to find out whether these sites adapt their promotional materials to this fast-evolving situation with COVID-19 or implement any communicational strategies related to it. This search was realised in December 2021.

The sources were selected due to open data access. The websites were the most highly rated travel sites in the Carpathian Mountains and were the top ones in October 2019, according to the Google Search Engine algorithm procedures. The English versions are analyzed, where English is used as a lingua franca to address not only native speakers but also, more generally, an international audience.

The identification of persuasive promotional strategies adopted by the two websites is performed in accordance with the qualitative analysis of texts applying the framework of verbal strategies according to Manca (2018); the studies by Dann (1996);

UNIVERSIDAD DE MÁLAGA

Kress and van Leeuwen's (2006) visual grammar; visual rhetoric according Mu Group (Groupe μ); the scheme of video-content analysis proposed by Dimitrova *et al.* (2002); and the works of other researchers and academics. The quantitative study captures the frequency of verbal and visual elements that contribute to the persuasive effect on the websites. It helps determine the keywords and key images used and, consequently, the key topics of the websites.

Thus, this chapter entails a qualitative and quantitative analyses of the connotative meanings imbedded in different modes in order to enhance target audience involvement and influence their decisions. The process assesses the implementation of persuasive signs and features that construct the selected corpora.

UNIVERSIDAD DE MÁLAGA

4.1. Website of "Karpaty" Sanatorium

4.1.1. Preservation of first impressions and reactions

The website presents a tourism product offered by "Karpaty" sanatorium. It reflects the resort's location and services in a very attractive way. The overall goal of the website is to present a favourable view of the destination to the users. The sensation conveyed to them is that of a therapeutic recreation centre in which nature, rest, treatment, traditions, and events are interestingly mingled to offer to discover and experience them. The designers direct verbal and non-verbal communicative resources to make the site visually appealing, polished, and professional. Thus, the users are visually and verbally invited to visit "Karpaty" sanatorium.

The design is simple and familiar. At first glance, this website has an overall clean and right layout which makes it easy for the users to navigate and understand the messages. Such uncluttered layout allows them to focus on the main messages which the website is trying to deliver. Simple and well-organized texts hook the users and grab their attention by being clear, concise, and compelling. On the website, the moderate visual complexity is one of the factors contributing to engagement. The website is perceived as beautiful, so it forms an impression to be usable and trustworthy. Its usability is the main reason for active involvement with the site.

The promoters provide links from the main page to read more about different topics. They leverage some links by making them descriptive and by using keywords in these link texts. The descriptive link texts make it much easier for the visitors to find their way around the site.

Moreover, the website has an attractive colour palette which basically consists of light blue, beige, and the different shades of green. These nature's colours are restful, soothing, and health giving. In the copy, green gives off a calming and peaceful feeling (Fisher 2004). The use of colour appears to be well balanced; a harmonic effect is obtained with the use of these soft colours. They are wisely disseminated over the pages so as to avoid any striking or disturbing contrast. This appropriate scheme of colours, which blend well, creates a proper tone for the tourism product. The colours are pleasant and attractive and can influence the purchase intention of the visitors due to their calming effects. The designers do not overdo the colours, as this issue can distract from the written content.

UNIVERSIDAD DE MÁLAGA

The use of images lends visual variety and appeal to the pages of the website. These professionally made photos add meaning to the written content. The main pictures are carefully chosen and are important design features. They have high quality photography that increases visual niceness. All the visuals are tempting and create only pleasant experience. They entertain and enlighten the viewers and are helpful to convey the connotation of the health tourism services the resort offers. Moreover, the images can enhance recall and increase retention of information on this health tourism product. On the website, some images are used in order to highlight key sections of the website that the visitors should look at.

With the videos around one to twenty minutes in length, the promoters quickly summarize the resort's services and brief the viewers in an interactive and visually attentive manner on how the resort works. The videos are highly effective, acting as an excellent way for the users to see everything in action. Within the first seconds, all the videos make a great first impression; they quickly grab users' attention and keep them around longer.

The colours, size, placement, and imagery affect the experience of the visitors, as the designers utilize them in a cohesive manner. Each webpage of the website is properly laid out. The texts are easily read; they are black texts on a white background that is a prevalent contrast in texts. A black text on white is the most readable scheme to most humans. It is notable that there is much white space after the first eye-catching picture on the website's homepage and throughout the site. The white space surrounding the website's content makes the images and texts appear confined within the pages. The typography is simple. The designers mark topics with distinctive types and break the texts up into small paragraphs.

Persuasion is seen as a central attribute of this website. The main objective of the site is to communicate the benefits of staying at "Karpaty" sanatorium, the two main of which are health improvement and preventive therapies. The authors repeat the same topics in both modes: verbal and non-verbal, which are attention grabbing. Uniqueness is the biggest selling point that differentiates this place from other competitive destinations. Additionally, the authors make the information accessible through social media channels, so the users have an ability to follow the resort to keep better track of any new information that is released.

To sum up, the website was created for the purpose of conversion, it was

UNIVERSIDAD DE MÁLAGA

designed to give a positive priming that can boost user satisfaction. There are a number of features that can influence the visitors and invite them to interact with this website. Every component of the site works quickly and correctly. Across the spectrum, everything functions as expected, including hyperlinks, a booking form, contact forms, etc. The promotional materials are presented in a logical progression so as to keep users' attention. Its good layout, attractive design, and informative content can boost engagement and are meant to nudge the viewers in the direction of action that is booking the services. The website certainly makes a good impression and keeps the visitors on the site once they load its homepage.

4.1.2. Inventory of salient features and topics

Across the top, this website presents a turquoise strip with the heading and the logo of the resort in the centre. On the right-hand side of the strip, the visitors can choose a language in which surfing will take place. It can be Ukrainian, Russian, English, or Polish. Next to the choice of language, the website displays its social media outlets, such as Facebook, Instagram, YouTube, and TripAdvisor. These visible buttons open the social media pages in new windows. The viewers are offered to link these outlets that are being actively managed by the resort. The platforms work together with the website to maximize the online exposure. The integrated social media feeds can easily and effectively build a stronger online following. On the left-hand side of the strip, there is the contact information of this institution.

The header also lists out the site's main sections represented by menu links. It is the persistent header menu that is displayed through each scrolling phase. These navigational menu elements are the main categories on the site; they are accompanied by their sub-categories. There are 10 main menu items: "MAIN", "ABOUT KARPATY", "REST", "TREATMENT", "ACCOMMODATIONS", "NUTRITION", "SERVICES", "PRICES", "GALLERY", and "CONTACTS". These categories together with their sub-categories, which pop up next to the related category, are the table of contents of the website. The navigation bar is a part of the header and not an individual component.

There is also an embedded online booking form in the header. This component is a good method to keep the users on the site while they are booking. Moreover, the

UNIVERSIDAD DE MÁLAGA

clients can make a reservation whenever it fits into their schedule. It helps to collect details from the visitors, to offer the guests to check room availability and find the appropriate dates for visiting the resort. The immediate availability of booking on the website can increase the number of purchases. Without one, the resort might lose all the potential tourists who make bookings online only (Zakharova 2020b). The content of the header remains consistent from one page to another.

The main content of the website are textual information, images and photos, videos, an interactive map, online webcams, and Google maps. The textual information is divided into informative verbal texts written by the producers of the website, feedback areas, and articles embedded into the site. The feedback areas or inspirational spaces of social proof help the potential customers learn about this place and its services in a real-life context and discover the experiences of others like them. Displaying the social feeds or social proofs from peers on the website can increase conversion rates (Cialdini 2001) and dwell time on the site, as such clients' testimonials are essential to keeping the users on the website. Furthermore, the section dedicated to the articles, which are displayed on the homepage, provides information taken from the Internet; it is constantly updated and always related to the resort itself. It is mainly derived from the social media platforms.

The verbal texts are supported by visuals in order to present the precise perspective on the services at this resort. The pictures and videos convey the idea of the place and serve to persuade the readers that the information is based on truth (Morgan & Pritchard 1998). The interactive map is provided to invite the potential tourists to explore the resort complex and learn about the location of its facilities within the territory. The online webcams take the viewers on virtual tours of the most visited spots in Truskavets, the city where "Karpaty" resort is located. The maps provided by Google help the viewers easily find the direction to the location and navigate the area for more general overviews of the neighbourhood.

Some webpages of the website contain sidebars where peripheral information is located. It is contextual to what is contained in the main content. For example, the viewers can find here links to related articles, information on discounts and events, the advertisements of other services that could be useful for those who are going to visit the place. Moreover, the sidebars serve as a secondary navigation system.

UNIVERSIDAD DE MÁLAGA

The site has a live website chat that enables an immediate customer support. The visitors can talk to an agent and ask the questions, eliminating all the doubts that can appear. It is a simple and very effective way to drive up user engagement and increase booking.

A strip across the bottom of the pages contains the contact information and address; it also provides information on the partners of the resort. Moreover, the footer is the place where the viewers can subscribe to promotions inserting their email address. The footer content stays the same from one page to another.

It is important to note that this website constantly updates its information and tries to go hand in hand with social changes, new standards and norms. A great example of this strategy is implementing a rehabilitation program for the patients of the sanatorium who have got post-COVID health conditions after recovery from the illness. Since these conditions can present different types and combinations of health problems, the authors present a set of medical and diagnostic procedures that corresponds to different complications and health failures that come from the recently discovered coronavirus. This information occupies a separate page of the website and mainly contains verbal descriptions forming the register of health tourism (Dann 2001). Displaying this new practice in the promotional material, the promoters introduce an up-to-date content targeting those users who were affected by this disease. They demonstrate that this resort provides a holistic support for this kind of patients by developing a medical plan to manage various post-Covid conditions for optimizing the life quality of the customers. They try to show that the services are now reviewed and updated to address the current health crisis and the concerns raised by it. It is a good way to emphasize that the pandemic has not reduced access to their services; instead, the authors highlight that the resort has adapted to the ongoing situation providing opportunities for addressing the challenges facing the health sector.

This website possesses the structure of visual organization described by Kress and van Leeuwen (2006). In the upper part of the webpages, there are ideal or essential sections of the texts; they illustrate a promise with attractive photos. In the lower part of the webpages or the real sections of the texts, there is specific and practical information. The centre is reserved for the nucleus of information where the website presents its texts and supporting visuals. The margins with the website's sidebars are subservient to the information in the centre.

UNIVERSIDAD DE MÁLAGA

4.1.3. In-depth analysis of content and stylistic features

This section proposes to look at the persuasive elements that reside in the separate modes of the website (i.e., intra-modal analysis) and to look at the complex forms of interplay between its different modes (i.e., cross-modal analysis). The intra-modal analysis (i.e., analysis of fixed/static and moving/dynamic elements) includes verbal/written signifiers, typographic signifiers, visual representational types and signifiers, sonic types and signifiers, layout and design signifiers. Since meanings in the digital space are often produced by the interplay of various expressive systems, the cross-modal analysis provides a view of how the different phases or modes are combined to achieve persuasiveness in the promotion. To provide this analysis, the section presents examples of verbal and visual messages taken from the website that is managed by "Karpaty" resort.

4.1.3.1. Verbal/written signifiers

Although the most prominent part of this promotional document is the photographic pictures, it is necessary to refer to the verbal characteristics found on the website, as they complement and enhance the visual aspect of the marketing messages. As the website is devoted to the notion of hospitality and healthcare, welcome and wellness become the main themes in the verbal texts, with the recurrence of items belonging to these semantic fields. The textual subcorpus is analyzed with a view to exploring how the website is linguistically construed at the lexical, grammatical, stylistic, syntactical, and textual level to persuade the users. The examination of the words occurring in the website's corpus produced 12,238 entries.

Lexical choices

Nouns

As for the nouns of the website, which forms the corpus under investigation, they generally refer to the world of health tourism (Table 2). In the data, they are the main linguistic resource, as these terms convey objective and practical information

UNIVERSIDAD DE MÁLAGA

about the destination. The following is a list of the 50 most frequent nouns in the text, and they are ordered by frequency.

RANK	FREQUENCY	WORD		RANK	FREQUENCY	WORD
1.	71	treatment		26.	18	method
2.	55	Karpaty		27.	17	hall
3.	49	Truskavets		28.	17	pain
4.	44	diseases		29.	16	centre
5.	37	room		30.	16	day
6.	36	indications		31.	16	disease
7.	36	water		32.	16	place
8.	35	system		33.	16	pool
9.	28	service		34.	16	price
10.	26	category		35.	16	products
11.	26	number		36.	16	therapy
12.	25	blood		37.	15	accommodation
13.	25	resort		38.	15	bath
14.	25	skin		39.	15	guests
15.	23	body		40.	15	haemorrhoids
16.	23	rooms		41.	15	organs
17.	22	area		42.	14	diagnostics
18.	22	hotel		43.	14	Grazhda
19.	22	years		44.	14	gym
20.	21	properties		45.	14	procedure
21.	20	sanatorium		46.	14	TV
22.	19	bar		47.	13	amenities
23.	19	bed		48.	13	charge
24.	19	experience		49.	13	children
25.	18	effect		50.	13	SPA

Table 2. First 50 noun occurrences in the corpus of "Karpaty" resort website

In this generated wordlist of nouns, the first noun that was produced is "treatment", and

UNIVERSIDAD DE MÁLAGA

this is not surprising considering that "Karpaty" sanatorium mainly deals with medical care and treatment. This is an establishment that caters to individuals seeking to improve or maintain good health. The word "treatment" becomes a keyword throughout the website, referring to the requirements of the potential patients. Being constantly repeated in the text, this key-noun brings a positive feeling to the readers, making an emphasis on the most important value of the promotional offer (Manca 2018).

The word "treatment" collocates with various phrases that make an impression that the guests can find the remediation of their health problems at this establishment. For example, the collocation "effective treatment" creates the idea of adequate therapies that accomplish the purpose of visiting the resort. The readers perceive this information as the treatment has the power to produce an effect and the tourists will receive the intended or expected result. Hence, the collocation bears a deep and vivid impression in the text.

The verbal text features the collocation "complex treatment" that also creates a positive image of the place. In this case, the readers realize that the services will be provided not only for eliminating the existing health problems of the patients but for improving a general state of physical and emotional well-being. This idea is enhanced by the usage of the phrases "a full value treatment" and "adequate treatment". Furthermore, the authors utilize the collocation "hospital treatment" to impose the feeling of a serious health care institution offering its patients a treatment with specialized medical and nursing staff and medical equipment.

Other collocations, where the word "treatment" is found, are "diagnostics and treatment" and "prevention and treatment". The readers are informed about the possibility of getting a diagnosis in a pre-treatment phase and, when the treatment is not required, they can obtain some preventive measures to avoid the development of health disorders. The expression "rest and treatment" can be considered as a key phrase, as these two words describe the principal services the establishment provides. In some cases, the readers are offered information on the way the treatment is performed, for example, "surgical treatment", "non-surgical treatment", "non-invasive machine treatment", etc. In the context, the last two examples are the alternatives to standard medical treatments that are so appealing for many patients due to their harmless treatment mechanisms.

The textual corpus features a high number of top 50 frequent nouns referring to

UNIVERSIDAD DE MÁLAGA

healthcare, in addition to the above-mentioned word "treatment". Such words as "diseases", "disease", "indications", "system", "category", "blood", "skin", "body", "years", "properties", "experience", "effect", "method", "pain", "centre", "therapy", "haemorrhoids", "organs", "procedure", "SPA" create the register of health tourism in the text (Dann 2001). By using these items, the authors advertise the health facilities to the readers of the website. The function performed by the item "disease" and its plural form "diseases" with 60 entries in total is to list those health problems that are treated, stabilized, or reduced at this resort complex. Mentioning this term, the authors always provide an immediate solution to the corresponding health disorder; therefore, the readers can learn which way it is cured at this establishment. This key word is used to draw readers' attention to the attributes of the destination (Manca 2018).

The term "wellness" is used only two times. Nowadays, the word is very popular and has replaced many terms. In the text, it has a notable power in the process of image formation, as the word sounds well and can be associated with wellbeing. In this term and in many words belonging to the register of health tourism (Dann 2001), there is a mystery that may attract the potential clients of the resort.

In the text, the word "experience" mainly acts as a noun, informing about the period in which the resort doctors have gained their experience while working in a specific field or occupation. This information is so influential for some patients. For example, such phrases as "35 years of experience" and "experience of 30 years" favourably present the specialists working for "Karpaty" resort.

In the corpora, the proper names "Karpaty" and "Truskavets" appear frequently, with the word "Karpaty" used to refer to the sanatorium itself and "Truskavets" to mention the location where this health resort is situated. "Karpaty" is the Ukrainian/Russian equivalent for the Carpathian Mountains, so the institution bears the name of the entire mountainous range. The word, by its very nature, brings a good feeling related to pure nature which is typical in that region; it is constantly repeated throughout the promotional text of the website to refer to the attributes of the place. The noun "Truskavets" is the name of a city in the region of the Carpathian Mountains; the word is used to convey practical information presenting the place to the potential foreign visitors.

The website gives much attention to the role of the resort's location, featuring some occurrences of words such as "situated" and "located" as well as general

UNIVERSIDAD DE MÁLAGA

geographical terms such as "rivers", "lakes", "mountains", and "meadows", which depict the location of the resort as the place where nature is the main feature to enjoy. The description of the landscape that surrounds the resort complex using these topographical elements communicates to the readers a favourable sensation towards the location, since natural landscapes may enhance human well-being by causing positive physiological and psychological responses. The authors of the website managed to describe Truskavets to the perspective visitors as the best place to stay, showing the importance of a treatment to take place in untouched nature.

As shown in Table 2, the most frequent nouns also refer to the description of the establishment and its outdoor and indoor characteristics. The words "resort", "sanatorium", and "hotel" in the textual corpus are primarily employed to designate the resort as a safe place for travellers. The terms "resort" and "hotel" are often collocated together and appear either in the phrase "hotel and resort complex" or as a compound noun where the words are linked with a hyphen, i.e. "hotel-resort". "Hotel and resort complex" and "hotel-resort" are synonyms for the word "sanatorium" in this corpus and they are interchangeable. Whatever way the authors use to refer to this place, it is always unique and attractive, and offers the best services. Some phrases containing these words are designed to be marketing taglines. They help the audience associate the destination with an idea that is centred on the differentiation strategy, which is used to distinguish "Karpaty" brand from its competitors. The following examples highlight this point:

"… the picturesque park of sanatorium 'Karpaty'"

"Hotel-resort 'Karpaty' is the best place"

"Modern medical and diagnostic centre of the hotel and resort complex is one of the most efficient in Truskavets"

The frequent word "place" is mainly used to refer to the resort itself and to specify the areas where certain services are performed. In the context, the word also helps associate the destination with a different place; it provides the value that the resort offers its guests. Look at the following examples:

"… a wonderful place to relax with family …"

"This is just the place to recover …"

"It is a favourite place of our little guests"

UNIVERSIDAD DE MÁLAGA

The words “room”, “rooms", “area", “bar”, “bed”, “hall”, “pool”, “bath”, “gym”, “TV”, “amenities” are frequent terms that describe the interior of the sanatorium. The communicative sections containing these terms convey practical information to the readers. Using the items, the authors try to build a luxurious image associated with pleasant sensations to appeal to the audience, offering to get a calm rest in the peaceful settings. The word “room” and its plural form “rooms” generally occur with adjectives, such as “renovated”, “comfortable”, or “luxury”, etc., to emphasize the resorts’ superior quality. This term is also used to identify the medical areas inside the complex, for instance, “mineral water pump room”, “physical therapy room”, etc.

The written corpus features the word “service” many times, highlighting the benefits and experiences which could be gotten while staying at this resort, for example: “service of riding”, “conference-service”, “room service”, “buffet service”. The term helps in transmitting the idea of diversity in the activities available.

It is not surprising to find the word “accommodation” when the authors list the services provided by the resort. It is a common word in tourism-related text. The word “day” is frequently used to call attention to the services that are offered daily. For instance:

> “Water is brought 3 times a day”
>
> “Stay includes three meals a day”
>
> “Towels are changed every day”

In the text, the recurrent word “price” is an important element to draw readers’ attention to the offers that are added to the cost of a stay. This engagement technique helps deliver a message that the customers are given an opportunity to experience a number of benefits without paying more. The following is a good example:

> “Three-meals buffet with the products from the own farm are included in the price together with more than 23 therapeutic-diagnostic procedures, pool attendance, saunas and gym, nursery, disco-bar, films and concerts.”

Moreover, the term “price” is found in the first sentence of the verbal corpus to point out the correspondence between the cost factor and service satisfaction:

> “‘Karpaty’ sanatorium is a sanatorium with ideal price/quality balance in Truskavets.”

UNIVERSIDAD DE MÁLAGA

As for the nouns "guests", "children" and "kids", they are repeated throughout the text to refer to tourists who will visit or who have already visited this health resort. By using these nouns, the authors share experiences these people may have during their stay at the resort complex. These experiences are always beneficial and, therefore, attractive, as the following examples show:

> "The guests of sanatorium are given a free transfer from Truskavets train station to sanatorium."
>
> "Hotel and resort complex 'Karpaty' offers to all guests three meal type buffet…"
>
> "A big deal of our guests come together with their kids, therefore we have created the most convenient conditions for parents and jolly ones for kids."
>
> "Every Monday, Wednesday and Friday cartoons and films for children are demonstrated in the concert hall of the hotel resort."

In some cases, the word "guests" collocates with the adjective "little", thus referring to children. Much information is dedicated to the potential visitors with children and provides messages about what their kids can enjoy from visiting this place. The technique is helpful for expanding the audience:

> "…cartoons and films for children are demonstrated in the concert hall …"
>
> "While parents attend treatments, their children will be engaged in an exciting game or educational activity."

The word "charge" is found 13 times in the phrase "free of charge". In the text, it is a powerful technique that helps offer the services of high value without any payment being required. Giving away a free service is a smart way to acquire customers. The valuable features of the offered services, which do not cost anything, can make these services interesting, and this should result in both high customer satisfaction and likelihood (Cialdini 2001). The collocation "free of charge" helps in creating the illusion of a friendship-like relationship with the marketers, thus eliminating any financial limits the readers may have created. This collocation indicates a necessity tourists cannot miss in order to have a wonderful experience.

It is noteworthy that the word "water" occurs 36 times in the corpus. At this sanatorium, treatment is mainly performed with the use of natural mineral waters for health and wellness purposes. Moreover, it is famous for its own pump-room of healing

UNIVERSIDAD DE MÁLAGA

mineral water. Every sentence in the text containing the collocation "mineral water" transmits the idea that the therapies at this sanatorium are powerful as natural mineral water may offer many health benefits due to its unique composition of minerals and organic compounds. Look at the following example:

> "Mineral water promotes effective treatment of osteochondrosis, arthritis, arthrosis and myositis."

The textual corpus of the website of "Karpaty" resort gives marked prominence to its famous spa services, with 13 entries for the word "spa" to emphasize the resorts' superior quality. It collocates 8 times with the word "centre". "Karpaty" resort has established a high status for its spa facilities, explicitly highlighting this service on the website that favourably contributes to the promotion of the sanatorium.

Table 2 also shows a high frequency of the word "Grazhda" with its 14 entries to construct "Karpaty" brand by expressing the local culture and cuisine. The word refers to the history of that region, to its past. Grazhda is a typical Hutsul mansion; its shape reminds a little fortress: a fenced yard, which comprised a hut and household premises, built around the house. Its entrance was a gate, and it was closed at night. Grazhda was well fortified mainly for protection from predators and strong winds. In the mountains around villages, Hutsul huts were located not close to each other, but on a considerable distance from each other. By using the word "Grazhda", the authors draw the attention of the readers on the typical and authentic aspects of the local culture that is unique, therefore, unmissable during a visit. The following is the example taken from the text:

> "Upon request, lunch or dinner together can replace food at the restaurant 'Ya i Ty' (European, Ukrainian, Eastern cuisine) or ethno-café 'Grazhda' (Ukrainian cuisine)."

From the previous example, we can see the use of the terms taken from other language (i.e., Ukrainian), the technique called "languaging" (Dann 1996). It is an effective means to increase the authenticity of the destination that can encourage the readers to experience this place.

In the corpus, the strategy of testimony is introduced with the proper names of some public persons that have visited "Karpaty" resort (Dann 1996). These names collocate with the quotations from them communicating the experiences they had during their stay at the resort. These positive attitudes of the well-known persons toward the

UNIVERSIDAD DE MÁLAGA

place can be more appealing for the readers than any persuasive techniques delivered by the promoters. The strategy helps in the projection of a favourable image of the destination (Manca 2018).

Other recurrent linguistic feature in this corpus is compound nouns mainly found in the register of health tourism. Such combinations of words are very common in everyday language and are invented daily (Sternkopf 2004). The usage of them is very effective in this type of discourse, since compound words provide much information within a considerably reduced space. The compound nouns, which were found in the text, are words written together and words that are hyphenated. The meaning of these words is often different from the meaning of two separate words, or more specific. Look at the following examples: "ethno-café", "spa-centre", "pump-room", "electrocardiography", "wellbeing", etc.

In this corpus, the readers also come across some noun groups. Some of them are quite simple (e.g., "spa treatment") and some others (e.g., "early booking discounts", "thermocompression roller massage") are more complex. These noun groups have the capability to work as an independent clause in the text. Using this technique, the authors convey the qualities of the services in a short, clear, and accurate form, as pre-modification and post-modification can add many new nuances (Djafarova & Andersen 2008).

The corpus also shows a high frequency of the word "products" with its 16 entries to construct "Karpaty" image with an aspect of eco-friendliness. The authors dedicate much space for information about their own eco-farm that produces ecologically clean products. The reason is that nutrition is a critical part of health. It is not only a basic human need but also a prerequisite for healthy life. Promoting natural foods, the authors increase the value of the health tourism product they advertise. The following example highlights this peculiarity:

> "Effective treatment is impossible without correct and qualitative dietetic nutrition. That is why we are the first and the only ones who have created in "Karpaty" our own farm to provide our guest with the most useful ecologically clean products such as quail eggs, pork, mutton, goose, turkey, and more."

UNIVERSIDAD DE MÁLAGA

Verbs

A great number of verbs are used in the text; they are functional to the touring experience and refer to the actions that the guests are very likely to perform once arrived at the destination. The most used tense in the sample data is the present tense. The present is the tense used to convey an idea that the messages are true, and the resort can make the visitors' dream come true. Moreover, this tense makes the time of a holiday seem everlasting (Gotti 2008). The future tense is used 10 times in the verbal corpus.

Some verbs are used in the imperative form, and they appeal to the customers' emotions and personal desires. The imperative verbs do not leave room for questions or discussion that makes the text sound stronger and demanding. The technique relies on the idea that being forceful tends to be more effective in getting something done. Moreover, the imperatives also show the authors' confidence about the claim to have excellent services at this resort.

In most cases, simple verbal forms are utilized in order to deliver clear messages that satisfy the tourists' needs. The verbs are common; however, in the context, they become eye-catching and profuse. The following is a list of the 15 most frequent verbs in the text, ordered by frequency (Table 3).

RANK	FREQUENCY	WORD
1.	17	includes
2.	15	can
3.	15	has
4.	12	book
5.	12	used
6.	10	will
7.	9	have
8.	9	performed
9.	7	offers
10.	7	reduces
11.	6	carried

UNIVERSIDAD DE MÁLAGA

12.	6	located
13.	5	come
14.	5	improves
15.	4	contributes

Table 3. The 15 most frequent verbs in the corpus of "Karpaty" resort website

According to the most frequent verbs, we clearly see that the website's language does not tend to repeat them; the authors make use of a great variety of verbs. The frequency list extracted shows 24 entries of the verb "to have" (i.e., has+have) that is mainly used to inform the readers about the healthcare procedures the resort offers and to present the qualities and benefits of the tourism product. This technique creates expectation in the readers and provokes desire to get these services according to their needs. The following are some examples:

> "As the thermal process, ozokerite has a calming effect through the skin on the central nervous system of the patient."

> "The underwater method has advantages over the dry one: it is more gentle, improves blood supply to the tissues and reduces the load on the spine when immersed in warm water, which leads to a decrease in muscle tone."

> "Naftusia … has cleaning properties, promotes removal of sand and small stones and prevents their formation, helps digestion, beneficial effects on metabolism, strengthens the immune system, promotes rapid rehabilitation."

Generally, the verb "to include", the first word produced, collocates with the words "price" and "cost", thus giving information on the services that are provided for a fixed payment. These sentences introduce the variability of the services at "Karpaty" sanatorium in order to satisfy customers with different needs. Look at the example:

> "The price includes accommodation, three meals (buffet) with products of our own eco-farm, Wi-Fi internet, swimming pool, sauna and gym, basic diagnostics and treatment."

The corpus features the use of the modal verb "can" with its 15 occurrences. The verb suggests the idea of possibility and is used to persuade the readers of the benefits of staying at the resort. In the case of the auxiliary "can", the subject is always "you", "patient", or "guests", that is to say, a tourist. The word creates the impression that tourists have an opportunity to choose what to do; it expresses an invitation for them.

UNIVERSIDAD DE MÁLAGA

This verbal item helps in conveying implicit messages that the guests can enjoy their time at this resort to the fullest. As the place has so much to offer, their stay can be full of health-improving and exciting activities. The examples are the following:

> "You can try cates* of national Ukrainian and oriental cuisine."
>
> (*The term "cate" (usually cates) is an archaic word meaning delicacy, dainty).
>
> "You can always have a cup of aromatic coffee and not only, meet with friends, get acquainted with new, interesting people."
>
> "Due to the fact that the intervention is performed under local anaesthesia, the patient can go home after the treatment procedure."

The verb "book" is usually set within the collocational pattern with uppercase letters "BOOK NOW" and mainly expressed in the imperative form with its 10 occurrences. In the text, the use of this imperative form guides the readers and is meant to encourage them to act. The function of imperatives is to "urge the addressee to do something (or not to do something)" (Biber, Conrad & Leech 2002: 256). The technique elicits from the readers an urge to participate in the exciting tourist experience and beneficial healthcare activities. In this case, the use of the imperative is not rude, since its function is not to give order but to stimulate to book the services that are offered. The imperative "Book now" is a clickable button that redirects the readers to online bookings. It is located next to each verbal section presenting this touristic destination as an enjoyable, relaxing, safe, and healthy place. The technique can increase the number of purchases, as the encouragement to purchase the services together with the immediate availability of booking can stimulate quick decisions. Moreover, the word "now" demands an instant response. The following are some examples of the used imperatives:

> "Water delivery is performed thrice a day. It is very convenient on a bad weather for the visitors with limited mobility. Book now."
>
> "The indicated tariffs operate exceptionally for territory of Ukraine. Book transfer."
>
> "Book a ticket to the Karpaty sanatorium to evaluate all our advantages personally."
>
> "Visit hotel-resort lobby-bar."
>
> "Come today!"

UNIVERSIDAD DE MÁLAGA

> "Come on vacation with a child in Truskavets and get the maximum benefit and pleasure!"
>
> "But hurry to rent a room in the Karpaty sanatorium in Truskavets at the best price, since there are a lot of people both from Ukraine and from other countries who also want to book a room."
>
> "Visit the best restaurants in Truskavets, spend an unforgettable evening in a pleasant atmosphere."

In these sentences, the authors use the imperative to maintain communication links with the audience, giving the readers instructions that seem to be inviting to them. This technique plays an important role in persuading the potential clients, as the authors induce them to act now (Biber, Conrad & Leech 2002).

The most frequent verbs "used", "performed", "reduces", "carried", "improves", and "contributes" are found in the register of health tourism in the text. They help deliver information on the health-oriented services that the visitors, if required, might have once arrived at the destination. The following are some examples:

> "The method of treatment of the spine diseases by the traction effects. It is most often used to relieve radicular pain caused by degenerative diseases of intervertebral discs."
>
> "Acute cracks are amenable to conservative therapy or radio wave coagulation is performed with a Surgitron apparatus or laser therapy."
>
> "Machine correction of the body, activates blood circulation, helps to eliminate toxins and excess fluid, reduces the subcutaneous fat layer, strengthens tissues."
>
> "A variety of ozone therapy, which is carried out using headphones to enter the ozone-oxygen mixture through the external auditory canal."
>
> "Slavensk brine has an anti-inflammatory effect, contributes to the suppression of pathogenic micro flora and accelerates the epithelialization of erosion processes, increases the tone of smooth muscles."

In the text, the use of "will" suggests the idea of possibility and certainty. This modal verb also evokes the impression of a promise. The idea of possibility enhances the feeling that the promises can come true; meanwhile, the idea of certainty means that the offered services will satisfy the clients. This issue is suggested by the following examples:

UNIVERSIDAD DE MÁLAGA

"An exquisite lounge and reception of the hotel complex will surprise you with its beauty."

"Live music will bring a note of gaiety and make your party unforgettable."

"You will never be bored in Karpaty because there is everything possible for the best relaxation."

"Professional doctors and a great number of medical procedures will improve your health on the very first days."

The verb "offer" generally colligates with the words that denote certain activities and experiences that might be realized during a stay at the resort. The sentences containing the verb "offer" are inviting, and they appeal to the readers with their attractive propositions. Look at the examples:

"Karpaty sanatorium offers not only qualified medical examination and complex treatment in Truskavets, but the full range of services of European level."

"Hotel and resort complex Karpaty offers to all guests three meals type buffet with a set of environmentally friendly products from their own farm."

The text presents the resort's location, featuring occurrences of words such as "situated" and "located". The verbs are also used to inform the readers about the interior layout of the resort. In all the cases, the sentences fascinate and, consequently, create a desire to explore the place. Look at the examples:

"Hotel and resort complex Karpaty (formerly sanatorium Karpaty) is located in the southern part of Truskavets, the beautiful lake, a mirror which reflects the majestic slopes of the Carpathian Mountains, the Green Pearl of Ukraine."

"An own pump-room of healing mineral water of Truskavets is conveniently located in the complex. You have an opportunity to drink appointed for treatment water not leaving the sanatorium."

In the textual corpus, the uniqueness, authenticity, and distinctiveness of the place are also emphasized by verbs. The verb "offer" is used to describe the characteristics of the resort. The verbs "enjoy" and "visit" suggest a fascinating exploration, they also provide recommendations, invitations, and advice to experience the services. Offering the potential customers a unique experience will really attract them to the services (Bhatia 2005). The following are the examples:

UNIVERSIDAD DE MÁLAGA

> "It is only Karpaty that has got their own equestrian sports facilities where one can enjoy service of riding with a coach and horse therapy."

> "… guests can visit big pool, small pool, saunas, gym, table tennis hall, big universal hall."

In the text, there is a tendency of the usage of the passive voice, even though it is more frequent in formal language and such sentences are more detached and impersonal than in the active voice. The authors use the passive voice in order to convey prestige, as shown in the examples below:

> "A great number of official prestigious rewords, diplomas and other awards that were granted to Karpaty sanatorium affirm high level of service introduced by a resort-hotel."

> "Karpaty-resort hotel is created for the most-comfortable rest during rehabilitation."

There are a considerable number of the sentences that make use of the infinitives of purpose to present the aim of the services, thus giving the audience the assurance that the methods chosen will improve their health or wellness. Take a look at the following examples:

> "Manual therapeutic massage. Mechanical effects on tissues and organs in the form of grinding, pressure, vibration or strokes, which are carried out directly on the surface of the human body in order to achieve a therapeutic effect."

> "Water source number 2 is used to treat chronic gastritis with low acidity or complete absence of gastric juice hydrochloric acid."

> "… the place to recover in a spiritual and the physical way."

Personal pronouns and possessive adjectives

The deployment of pronouns and possessive adjectives plays an important role in shaping the messages of the website. The analysis reveals that there is almost a symmetrical interaction between the participants of this web-communicative event. The potential clients are indicated with the pronoun "you" with its 22 occurrences, and the authors who have control over the communication are referred to with the word "we" with its 16 occurrences in the text (Table 4). Together with the terms "your" and "our", these pronouns are used to create interpersonal intimacy and closeness in the texts of the

UNIVERSIDAD DE MÁLAGA

website. The following is a list of the 5 most frequent personal pronouns and possessive adjectives in the corpus, ordered by frequency (Table 4).

RANK	FREQUENCY	WORD
1.	26	our
2.	22	you
3.	16	we
4.	14	your
5.	11	their

Table 4. The presence of personal pronouns and possessive adjectives in the corpus of "Karpaty" resort website

In the corpus, the presence of "you" highlights that the focus is on the potential visitors; they are empathically engaged and strategically persuaded to take advantage of the offered experiences. As Table 4 demonstrates, the interactive personal pronoun "you" was utilized frequently in this context. It reveals that "Karpaty" resort aims to establish a higher degree of interactivity with the audience and create a sense of hospitality. The use of the second person singular acts to place the readers in the position of the beneficiaries of the provided services, which are always related to their personal wellbeing and enjoyment. The term also helps transmit an invitation to this place. The authors use the pronoun "you" to make the reader feel as if he or she is the only person to whom the messages are addressed. The following are sentences showing the linguistic behaviour of the pronoun "you":

> "TABLE TENNIS COMPETITION. You are welcome every Saturday! Competition takes place in the table tennis hall of SPA-centre health resort Karpaty."
>
> "You'll never be bored at Karpaty, our cultural program is always full of various events."
>
> "Arriving in the Karpaty, you will plunge into the sea of carefree and get force for the entire year, and next year you will definitely want to come back to us!"

The given examples demonstrate that this verbal technique creates a friendly atmosphere that reduces anxiety in the readers (Dann 1996; Mocini 2005). According to

UNIVERSIDAD DE MÁLAGA

Dann (1996) and Manca (2018), this choice is called "ego-targeting", a persuasion strategy used by the website to create a conversational style in its promotional material. Directly addressing the audience, the strategy singles each reader out from the crowd, making him or her feel unique and distinct from the mass of the readers. The same function is fulfilled through the corresponding possessive adjective "your", as the following lines demonstrate:

> "You can celebrate your important dates, jubilees or just have dinner with your beloved people in the restaurant. Live music will bring a note of gaiety and make your party unforgettable."

> "Choosing a conference service of Karpaty you underline your status and can be certain, that an activity conducted in Karpaty will leave in guests' memory only the best impressions."

According to Dann (1996), tourism promotional texts are generally characterised by authorship anonymity and lack of text sender identification. However, the authors of this website are not textually hidden, they are verbally personalised through the pronoun "we" (Mocini 2005). In the text, this term shows a frequency rate of 16 occurrences. The inclusive first person plural pronoun extends the senders identity to "Karpaty" resort staff, as the following lines demonstrate:

> "We can organize for you: meeting in airports and railway stations."

> "Given the specifics and needs of each client, we tried to develop the most diverse menu in Truskavets."

In numerical terms, the possessive adjective "our" is an important element in the text, as it is the most used possessive adjective in the corpus with its 26 occurrences. The term "our" tends to colligate with words such as "own eco-farm", "pump-room of healing mineral waters", "cultural program", "entertaining programs", "doctors" to express the uniqueness and high quality services and activities on offer at this resort. It serves to single "Karpaty" resort out as a special place, different from other resorts, as the following selected examples demonstrate:

> "Dishes made from organic products, many of which come from our own farm."

> "Products are sourced from our own farms, so we guarantee their quality."

> "In the centre is located our own pump-room of healing mineral water of Truskavets resort with contactless heating elements."

UNIVERSIDAD DE MÁLAGA

When the readers are not directly addressed through the pronoun "you", the target is positioned by the means of the nouns "traveller", "patients", "people", "visitors", and "little visitors". In this case, we find the possessive adjective "their" that appears 11 times in the text and bears the same function as the possessive adjective "your". The following are some examples:

> "Patients with concomitant diseases of the circulatory system, hypertension, improve their blood circulation, reduces and often comes back to normal arterial blood pressure."

> "The club also has at its disposal airport that enables people to come flying for the rest and treatment in Truskavets by their own plane."

Adjectives and adverbs

In the compiled data, the use of adjectives is a frequent persuasion strategy. From the main page of the website, the readers can encounter a particular evaluative language communicating only positive sensations towards the area where the resort is situated in and the conveniences in its possession. The authors use adjectives to highlight the qualities and values of the place. The writers do not only deploy descriptive adjectives in their plain, comparative, and superlative forms attached to the nouns, but also adjectives related to medicine. Hence, this technique gives beauty and distinction to the text of the website. Moreover, the adjectives are persuasive and convincing; they give a clear image of a perfect destination for those who want to improve their health. In addition, they are a helpful tool to stimulate fantasy, dreams, and desires in the readers. The most frequent adjectives occurring in the corpus are indicated below (Table 5).

RANK	FREQUENCY	WORD	RANK	FREQUENCY	WORD
1.	29	mini	21.	9	great
2.	27	own	22.	9	healing
3.	27	chronic	23.	9	high
4.	21	inflammatory	24.	9	internal
5.	21	mineral	25.	9	living
6.	19	medical	26.	9	total

UNIVERSIDAD DE MÁLAGA

7.	18	free	27.	9	unique
8.	14	Carpathian	28.	8	best
9.	14	comfortable	29.	8	intestinal
10.	13	functional	30.	8	latex
11.	13	highest	31.	8	surgical
12.	13	therapeutic	32.	7	acute
13.	12	international	33.	6	active
14.	12	local	34.	6	general
15.	12	nervous	35.	6	modern
16.	12	superior	36.	6	musculoskeletal
17.	11	diagnostic	37.	6	professional
18.	10	basic	38.	6	spinal
19.	9	extra	39.	5	human
20.	9	gastric	40.	5	mechanical

Table 5. The 40 most frequent adjectival items in the corpus of "Karpaty" resort website

As the word frequency list shows, among the most frequent adjectives are "mini" with 29 occurrences and "own" with 27 occurrences. These solutions are used to frame the sanatorium as a unique and beneficial place to stay in. Hence, these modifiers perform the positioning of "Karpaty" resort complex as distinct among other competitors, and it can arouse the readers' desire to visit the place. Despite the fact that the word "mini" stands for the meaning of a small or reduced size in comparison with others of its kind, in the case of "Karpaty" resort website text, the phrases with this adjective bring a sensation that small things create comfortable and absolute conditions for a perfect and interesting stay. Look at the following examples:

> "Now Karpaty hotel complex is the museum, surrounded by a landscape park Pidgirya with its own mini zoo …"
>
> "Amenities: refrigerator (mini bar), mini safe, satellite TV (TV in every room), phone with internal, local and international communication, hair dryer, bath accessories (slippers, bathrobe and mini perfumes)."

The frequent word "own" is an important adjective in the corpus; it denotes the exclusivity of the place. The word collocates 13 times within the phrase "products of

UNIVERSIDAD DE MÁLAGA

our own eco-farm", providing information on how huge the resort is. The phrase implies that by serving ecologically clean products to the clients, the healthcare services are organized to the full to contribute to the patients' recovery or health improvement at the resort. The following are some examples taken from the corpus:

"… environmentally friendly products from their own farm."

"… an own pump-room of healing mineral water ..."

The sample revealed a high level of adjectives related to healthcare. 20 adjectival items out of the 40 most frequent ones create the register of health tourism in the text (Dann 1996). "Karpaty" resort explicitly promotes its healthcare image through the explanation of therapies that are performed at this institution. In this case, such adjectives as "chronic", "inflammatory", "functional", "nervous", "gastric", "internal", "intestinal", "acute", "musculoskeletal", "spinal", etc. are helpful items to give the information on the diseases that are treated at this establishment. Look at the examples:

"Chronic inflammatory intestinal diseases"

"Acute and chronic inflammatory diseases of the rectum"

"Functional disorders of the central nervous system"

On the other hand, there are adjectives such as "mineral", "medical", "therapeutic", "diagnostic", "basic", "healing", "latex", "surgical", "active", "professional", etc. that are used to present and describe healthcare services available at the resort. Any disease, after being mentioned in the textual corpus, is followed by an explanation of medical treatments that can help manage this disease. In this case, the adjectives help in delivering the messages on how the medical treatments help eliminate or lessen the symptoms and effects of a disease. All in all, these messages evoke a feeling that the patients of the sanatorium will no longer have that condition anymore. Here are some examples:

"This mineral water soothes inflammation of gastric mucosa reduces the secretion of gastric juice and its acidity."

"Modern Medical and Diagnostic Centre of the complex is one of the most efficient in Truskavets owing to a great number of the newest diagnostic and medical procedures and also to a highly professional medical staff with great work experience."

"Naftalan treatment. The use of therapeutic oil from the resort Naftalan for

UNIVERSIDAD DE MÁLAGA

therapeutic purposes. Applications of naftalan oil on problem areas of the skin using infrared irradiation."

In the corpus, the use of frequent evaluative adjectives such as "comfortable", "unique", and "modern" highlights the characteristics of "Karpaty" resort, with 14 examples for the word "comfortable", 9 for the word "unique", and 6 for the word "modern". The authors use these positive and very common adjectives to arouse the tourists' desire to experience the promoted services. These words are the most prominent evaluation terms that imply the qualities that travellers generally associate with luxury hotels or resorts. The examples of the deployment of these adjectives are the following:

"Large comfortable room class Junior with views of the Carpathian mountains and lake."

"The park is full with pieces of outstanding artists and sculptors that creates a unique feeling while being at its territory."

"This is a unique type of massage, which combines both cosmetic and therapeutic properties."

"Karpaty in Truskavets is not just a hotel, it is a modern resort with developed infrastructure, which includes restaurants, bars, entertainment centres, beauty shops, currency exchange, ATM, children's room and a library."

The frequent terms "superior", "extra", "living", "total" are found in the text sections; they describe the resort' accommodations. The words are used to convey practical information to the customers. By collocating the adjectives "living" and "total" with the word "area", the writers provide detailed information on the accommodation measurements. The explicit depictions of the room characteristics in the website text can likely contribute to the promotion of the resort. Some examples are shown below:

"Superior Double", "Single Superior", "Apartment Superior", "Suite Superior"

"Type of bed: double bed and sofa (extra bed)"

"Total area: 123 m2 Living area: 116 m2"

The frequent adjective "free" is a powerful linguistic means that can spark a desire to try the services without paying them. The adjective may be the most effective of all the trigger words, as any customer wants to get more benefits and also to save money. Including a "free" opportunity in the text makes it more attention-worthy and

UNIVERSIDAD DE MÁLAGA

attractive, increasing the persuasive power of it. Having some services for free is inherently appealing to the audience. Consider the examples taken from the website:

> "The lobby area of the complex offers free access to the Wi-Fi."
>
> "Guests of sanatorium are given a free transfer from Truskavets train station to the sanatorium."
>
> "Restaurant … includes a free visit …"

The collocate analysis of the frequent adjective "Carpathian" indicates that the word is mostly used in the text sections informing the readers about the resort's surrounding geographical features that make the readers desire to visit the destination. The authors use the benefits of nature as it can promote general health and wellness and can be considered as an additional therapeutic tool for those clients that are unwell. The interaction with nature is regarded as beneficial to health and is correlated with positive health outcomes. The following are the examples of the depiction of the natural spaces surrounding the resort:

> "… the majestic slopes of the Carpathian Mountains ..."
>
> "Accommodation view. Picturesque panorama of mountainous Carpathian foothills and lake view from all the rooms."

In the gastronomy discourse or the register of food and drink (Dann 1996), the writers wish to emphasize the multicultural dishes that are served at the resort, and this is the reason why there are adjectives that refer to the place of their origin, for example, "European, Ukrainian, Eastern cuisine". The technique is a good tool to target the different needs and desires of the potential tourists.

Besides, the authors use the superlative of some adjectives to give a higher connotation to these meaningful experiences to which the readers will be exposed if they decide to visit the destination. In this way, the authors highlight the resort's services by comparing them with others. Indeed, many destinations are good, but the authors want to emphasise that there is only one that is the best. The messages containing the superlative forms portray the resort as a better place than the others in order to persuade the readers to choose this place instead of the others. According to Dann (1996) and (Crisan *et al.* 2013), the use of the superlatives is the typical feature of tourism language that tends to extremely emphasise the qualities of a promoted destination. The technique creates specific expectations in the readers and stimulates

UNIVERSIDAD DE MÁLAGA

their desire to experience a stay at the resort. The phenomenon can be observed in the following examples:

> "Professional and experienced medical staff, own pump-room of healing waters of Truskavets, modern equipment a great number of therapeutic and diagnostic procedures will guarantee the most effective treatment in Truskavets."
>
> "Karpaty-resort hotel is created for the most comfortable rest during rehabilitation. There is everything for the best rehabilitation."
>
> "One of the best SPA-centres of Truskavets where sanatorium's guests can visit…"
>
> "Our specialists are not fixated on one treatment method; they are constantly trained so that you, as a patient, get the most effective result."
>
> "The diagnostic and treatment complex based on the Karpaty sanatorium has been and remains one of the best in Truskavets."
>
> "Given the specifics and needs of each client, we tried to develop the most diverse menu in Truskavets."

The above examples reflect the statement made by Febas Borra (1978, cited in Dann 1996: 65) that "the discourse of tourism is a form of extreme language", and it is displayed with the use of superlative adjectives. If the treatment is "the best", there can be nothing better. Likewise, if the rest is "the most comfortable"; it cannot be more satisfying. Hence, the choice of words of this discourse shows a tendency towards exaggeration that helps in conveying the exclusive quality of the destination. The use of these items demonstrates the evaluative and, therefore, promotional character of the textual corpus.

The superlative "highest" is always used within the phrase "of the highest category" to indicate the qualification of the doctors working at "Karpaty" resort. Having this professional level is prestigious; it changes the attitude of patients to a doctor. The occupation of a higher position on the career ladder makes it possible to attract the attention of the travellers who seek a treatment. Consider the following examples taken from the corpus:

> "Therapist of the highest category, candidate of medical sciences, experience of 15 years."
>
> "The treatment is carried out by a surgeon of the highest category, Ph.D. Pavlov

UNIVERSIDAD DE MÁLAGA

Evgeny Semenovich."

The adverbial comparative "more" found in the corpus also helps convey the exclusive quality of the destination, highlighting the strongly promotional character of texts. The examples are the following:

"… accommodations far more luxurious …"

"… making you feel more cosy …"

Some expressions of possibility are utilized to state that the quality of the services is equal to the level that is possible. A better service is impossible. In this case, the writers use adjectives to make comparisons, for example:

"Professionals in their field will draw up a list of procedures, choose the right diet, and recommend a sport so that treatment is as effective as possible."

"The Karpaty sanatorium in Truskavets had a complete renovation, the rooms were equipped with everything necessary to make you feel as comfortable as possible."

The frequent adverb of time "now" with 12 entries helps convey the meaning that the services are available at the present time. As discussed above, this item collocates 10 times with the phrase "BOOK NOW!" which urges the readers to act immediately and without further delay. Look at the examples:

"… now the "Karpaty" priority is: high level of service, advanced medical technology and expertise friendly staff."

"A comfortable double room with all amenities, overlooking the Carpathian Mountains and lake. Available double rooms with king-size bed, and with separate beds. Book now."

The adverb of place "here" with its 6 occurrences refers to "Karpaty" resort itself, the location where all these services are being carried out. By using the term, the authors once again call the readers' attention to this place. The repetition in this way does not make the text boring. Look at the examples:

"It is great to have a rest here, it is good to take treatment, the food is delicious and it is cool to stay here. Because aura here is awesome!"

"It is wonderful nature here, wonderful weather, wonderful people, what else should one need to feel happy."

UNIVERSIDAD DE MÁLAGA

By using the adverb "always", the authors inform the potential customers about the perfect services at any time and on every occasion. Look at the examples:

> "Water is brought 3 times a day, that's why it is always fresh and does not lose its healing quality."

> "You'll never be bored at Karpaty, our cultural program is always full of various events."

Here are some examples of the use of adverbs in the corpus that has a positive effect on the persuasive power of the massages, as they encourage the readers to action:

> "No need to look for a taxi or crowd in public transport – we will bring you to the sanatorium quickly and comfortably."

> "The range of services is constantly expanding."

By means of the words "unique", "real", and "only", the authors want to transmit the concepts of authenticity and uniqueness. The use of the adjective "real" is used to persuade the readers that the services at "Karpaty" resort are true and genuine; they are not fake. The adverb "only" implies that there is just one place with these services and there are no others. According to Dann (1996), the concepts of authenticity and uniqueness are used to encourage the readers to enjoy authentic services. The examples taken from the corpus are shown below:

> "Naftusia. A unique gift of nature, which is unique in the world …"

> "Grazhda is famous for its unique atmosphere and a real Ukrainian cuisine. Rich menu, live music and friendly staff together with a unique Hutsulian style of Grazhda leave nobody indifferent."

> "ONLY WE!"

> "It is only Karpaty that has got their own equestrian sports facilities where one can enjoy service of riding with a coach and horse therapy."

On the website, some positive adjectives are created by means of affixes. The prefixes anti- and non- are used in the description of the characteristics of thermal waters and health and beauty treatments. Although the prefixes anti- and non- assume to carry negative evaluations, their value is inverted culturally to convey positive meanings. The prefix un- is a prefix meaning not. It is used in the corpus to give opposite meanings to some negative adjectives. Look at the examples of the adjectives with affixes taken from the corpus:

UNIVERSIDAD DE MÁLAGA

> "Speleotherapy. Non-drug treatment method based on the use of artificial microclimate, similar in parameters to the conditions of underground salt speleo-hospitals. Dry aerosol of natural rock salt stimulates the defense mechanisms of the respiratory tract and has bronchial draining, anti-inflammatory, anti-edematous, antidepressant effect."

> "Non-surgical treatment of hemorrhoidal disease (latex ligation). The basis of treatment with latex rings is non-surgical separation of hemorrhoids."

> "Shockwave therapy. Non-invasive machine treatment of inflammatory processes by vibration wave in orthopedics and urology."

> "…unforgettable experience…"

In this promotional material, there are a great number of verbal clichés. They are very powerful image creators for the resort, and adjectives are an obligatory part of them (Dann 1996). In the text, the use of verbal clichés has not only a descriptive, but also an emotional function. For example: "healing mineral waters", "beautiful lake", "gourmet cuisine", "comfortable hotel rooms", "blooming meadows", "striking beauty of the hillsides", "majestic slopes", "fresh mountain air", "ideal price/quality", "splendid view", "ecologically clean zone", "ecological clean products", "effective treatment", "picturesque panorama", etc.

Here are some other powerful adjectives found in the corpus that trigger only positive emotions in the readers: "felicitous location", "lake view", "landscape park", "favourable climate and fresh air", "excellent nutrition", "miscellaneous national cuisine", "innovative technologies and modern techniques", "modern comfortable vehicles", "client-oriented approach", "secure parking", "pleasant memories", "positive emotions", "comfortable beds and functional furniture", "calming effect", "horse therapy", "powerful medical base". The listed adjectives can create a huge shift in the perception of the promotion, as they influence the readers on a subconscious scale. The following is the sentence level examples:

> "Cosy rooms, a beautiful canteen, an impressive lounge are the results of constant work to improve the level of service in the Karpaty hotel and sanatorium complex."

> "At the same time, food is not only healthy but also delicious."

Furthermore, it is possible to find adjectival expressions linked to magic, for example:

UNIVERSIDAD DE MÁLAGA

"Highlands shrouded in legend, filled with magical powers"

"… the wonderful world of the blessed Carpathians…"

"… with mysterious and clear untouched nature…"

Numerals

In the corpus, numerals mainly hold a symbolic representation. The numerical information achieves great attention in the written text of the website. The digits enhance the scannability of the content, as psychologically, people are naturally drawn to numerals more than words. They are visually different from most text, so readers are much more likely to take notice of them. This works to the authors' advantage in the corpus, as the used digits help draw attention to particular elements of their writing (Kalmane 2012), such as the benefits the guests can receive or pricing. The numerals make the text easier to read; therefore, they convey the messages effectively. Moreover, the quantitative information is important, as numbers represent facts, which is something readers typically relish (Nielsen 2007). Therefore, the tendency to use figures on the website is helpful to describe the resort and to define the services it provides.

There are several cases of a year number usage in the corpus. It informs the readers about the important dates of the establishment and makes the location different from the others. The technique helps to create a general view about the quality of the resort. The authors also mention the present year (i.e., 2020) to list the benefits of the current year services, showing that the information is updated, thus, truthful and reliable. Look at the examples:

"In 1993, the sanatorium "Karpaty" was one of the leading spa complexes in Ukraine ..."

"Among such awards that we are only rightly proud of is Ukraine State Prize for architecture with which "Karpaty" sanatorium was honoured in 1993 and also Great Gold medal of the Winner of the National Award "Prosperous Ukraine" in the range of landscape architecture and design in 2008."

"While other affordable sanatoriums of Truskavets remain at the level of the 90s, we are constantly updated."

"Why do people visit Truskavets sanatoriums in 2020? … "

The quantities conveyed by some numeric digits present information on different

UNIVERSIDAD DE MÁLAGA

issues, such as the room or car sizes available at the resort. Thus, the readers are invited to choose one according to their needs and wishes. Here are some examples taken from the corpus:

> "Information on the apartment
>
> Total area: 18m2
> Living area: 15m2
> Number of rooms: 1"

> "At your service two conference halls equipped with all the necessary things for up to 45 and 420 people."

> "At your disposal comfortable minibus of Hyundai H1 with 7 seats and elite minibus of Mercedes – benz of Viano with 6 seats."

The authors make use of numbers to express distances and hours, too. The technique contributes to the promotion, providing practical or attractive information to the potential customers. Here are some examples:

> "The restaurant is a 5-minute walk from Karpaty. This is a great opportunity to have fun and change the scenery."

> "Restaurant buffet service 'Play' provides a diet, and a large assortment of restaurant dishes and includes a free visit to the established schedule: breakfast (08:00 – 10:00), lunch (13:00 – 15:00) and dinner (18:00 – 20:00)."

Moreover, figures play an important role in the creation of the register of health tourism in the corpus. The numbers used in this register refer to the duration of the health services and doctors' experience, indicate characteristics of the treatments and its advantages, etc. These numbers represent facts, so they naturally attract the readers who are searching for concrete information. Facts are almost always more effective than generalizations, so the technique gets the readers interested. In addition, the facts and statistics presented in the corpus create authority (Cialdini 2001). Look at the examples:

> "17 years of experience"

> "Spring №3 'Bronislava'"

> "For the first time in Truskavets – radical treatment of haemorrhoids for 1 procedure using the HAL/RAR method"

> "This is a minimally invasive intervention that is performed under local anaesthesia and lasts 20-30 minutes."

UNIVERSIDAD DE MÁLAGA

"… after 2 weeks, moderate exercise without burdens (running, swimming) is allowed…"

"… the result is formed within 2 months…"

"… reliability of the technique – 92-95% guarantee of non-return (cure) of haemorrhoids."

"… the use of high-frequency surgical apparatus Patonmed EKVZ – 300 (does not require suturing of the wound)."

"Due to the cessation of blood supply within 2-4 days, the node dies off and falls off independently from the intestinal walls."

The promoters price their tourism product using figures: the costs of the accommodations and services (e.g., massage, bath, etc.) are given with digits in the text. This information is sometimes presented to offer a discount using percentages that can lure the customers. The strategy calls attention to the services by proposing a lower price. It is aimed at increasing customer traffic, as the act of giving a discount can make the audience happier and more likely to book the services. In order to make the readers respond quickly to the messages, the authors at times urge them to make reservations now to get an offered discount. The technique can generate demand and encourage sales (Cialdini 2001). Here are some examples taken from the corpus:

"Early check-in (from 00:00 to 14:00): is paid at 50% of the price stay active at the time of service per day depending on the room category."

"The tourist tax is charged only from persons over 18 years old in the amount of 8,35 UAH per day. If you stay for more than 5 days, no tourist tax will be charged."

"Early booking discounts - 12%"

"Book your vacation now and get a -12% discount on rest and treatment in the Carpathian resort."

"Payment is made according to a taximeter. Cost: 1km = 12,00 UAH"

Some telephone numbers are found next to the persuasive texts or phrases to encourage the readers to contact the resort for further information or directly book the services. Here is the example:

"Book transfer: +38 (03247) XX-XXX"

UNIVERSIDAD DE MÁLAGA

Loan words

Linguistically, the authors reduce the distance with the foreign audience by using English as a lingua franca. However, some words unknown to the readers are incorporated in the text; but the use of this languaging technique (Dann 1996; Manca 2018) is quite limited here. The technique introduces foreignness to the promotional material that is associated with desirability in various products. It gives authenticity especially for the used geographic terms and healthcare services described in the corpus. It is a habitual phenomenon in tourism discourse that is utilized to encourage tourists to discover different sensations (Cappelli 2013). Moreover, the used foreign words help to fill the cultural gap between the receiving country (i.e., Ukraine) and foreign tourists, who will then be aware of some terms that they will find upon arrival at the destination. Jaworski, Thurlow, Lawson, and Ylänne-McEwen (2003: 17) present the function of this technique, also called language crossing, as that of "creating a linguascape of the travel destination". The technique helps anticipate the meeting with the local culture of the destination.

As mentioned before, the proper foreign names "Karpaty" and "Truskavets" appear frequently in the corpora, referring to the resort itself and the city. They are used as the cues to the origin of this tourism product. There is another proper foreign name "Pidgirya" which is used to refer to the landscape park located inside the territory of the resort. It is used to describe the dimensions of this destination.

The authors present two restaurants, "Grazhda" and "Ya i Ty", which bear Ukrainian/Russian names. Referring to the history of that region, the word "Grazhda" (Ukrainian word) is used to construct "Karpaty" brand by expressing the local culture and cuisine. The typical cultural elements of the host country can be attractive for many tourists, as they are generally eager to experience foreignness. "Ya i Ty" is translated as "Me and You", but the authors do not translate the words in order to anticipate the meeting with this restaurant. The technique evokes a feeling in the readers that the place can give them some kind of pleasure or satisfaction, the experience that they will value.

In the discourse, some foreign terms are given in the register of health tourism. The authors make use of foreign loan words to describe therapies and to present curative mineral waters used for the treatments performed in the resort. On the other hand, the

UNIVERSIDAD DE MÁLAGA

French term "massage" is also very common in the text. The examples taken from the corpus are the following:

> "Spring 'Yuzia'. Incorporates in its composition the substance of glycerine origin acting on the skin, giving it special elasticity."
>
> "Naftusia is the most famous and unique in its effect Truskavets mineral water."
>
> "Thermocompression roller massage"
>
> "Charcot's douche. Healing showers, when a stream of water of the necessary pressure and temperature acts on the body, having a pronounced mechanical effect on the body, like a hydromassage"

Shower Charcot is a French-designed device widely used in the practice of medicine in the former Soviet Union.

The messages containing foreign words build a global reputation for "Karpaty" sanatorium and increase its perceived value and, consequently, desirability. It confirms the studies of Gandin (2014:15) stating that "the employment of loan words and expressions represents a feature of tourism discourse which may reveal deep intercultural and linguistic implications able to shape and create a specific perception of tourism-related realities".

Terminology

Terminology is one of the recurrent features of the verbal text. The corpus presents highly specialized vocabulary (Duran Munoz 2011) and lexical collocations with the terms mainly belonging to the register of health tourism. The authors use terminology describing medical and wellness procedures, such as "therapeutic-diagnostics", "rehabilitation", "hydrotherapy", "medical ozokerite", "zokeritotherapy", "rectoromanoscopy", "computerized electrocardiography", "inhalation", "phytotherapy", "enteral oxygen therapy", "X-ray examination", "Charcot shower", etc. The services are presented as capable of re-establishing the patients' former state of health. Consider the use of the following statements: "There is everything for the best rehabilitation …", "… procedures guarantee the most effective treatment in Truskavets", "Modern Medical and Diagnostic Centre of the complex is one of the most efficient in Truskavets".

UNIVERSIDAD DE MÁLAGA

The strategy of terminology use is particularly useful in the case of health tourism services. Presenting the scientific language of medicine in the text, the authors seek to draw inferences about the high quality, efficiency, elaborated methods, sophisticated processes, and reliability of the services in this resort complex.

In order to successfully present treatments, the writers make use of the terms for illnesses, such as "gastro-intestinal illnesses", "gastro-intestinal illnesses", "chronic gastritis", "spasms", "prostatitis", "hepatitis", "colitis", "cholecysttis", "cystitis", etc. Moreover, there is an anatomical terminology usage in the health tourism register, for instance: "metabolism", "immune system", "nervous system", "liver", "kidney", "pancreas", "skin nerve endings", "blood circulation", "skin", etc. This scientific language is meant only for specialists; however, the writers behave analogously to doctors who use Latin medical terminology as an instrument of communication with their patients or potential guests. In this case, the technique fulfils a very effective and important persuasive function, as normally, patients rely on doctors since they act in patients' best interests.

The promoters present medical professionals by using the terminology for medical staff, for example: "urologist", "gynaecologist", "dermatologist", "cardiologist", "endocrinologist", "proctologist", "psychologist", "dentist", "otolaryngologist", etc. Introducing these health care practitioners implies that the resort is a place similar to hospital settings; consequently, it is a reliable establishment to receive care there.

The writers adopt the terminological specialised units taken from science when promoting the properties and benefits of different types of mineral waters, for instance: "mineralisation", "sulphates", "bicarbonates", "sodium", "chloride", "calcium", "magnesium", "sulphate-bicarbonate-sodium-magnesium", "chloride-sulphate-sodium-calcium", "iron", "carbon-dioxide and hydrogen sulphide", "sodium chloride", "calcium magnesium with minor impurities of carbon dioxide and hydrogen sulphide", "mineral and sulphur-salt, free hydrogen sulphide", "oils", "neutral pitches", "asphaltenes", "nitrogen", "sulphur", "iron", "potassium", "sodium", "biologically active substances", "lithium", "copper", "lead", "silver", etc. Having a strategic alliance with science, the corpus becomes more effective due to the fact that scientific implications result in benefiting this health tourism product.

The addressees are led to think that these scientific terms are going to enhance

UNIVERSIDAD DE MÁLAGA

the healthcare services' performance because they are bound to a scientific knowledge. In the corpus, the high concentration of chemical nomenclature is applied to evoke in the readers the perception of sophisticated health tourism services that go in line with the latest scientific technology and will be beneficial for their wellbeing. Therefore, the authors use science as a source of credibility. The following are some examples where the writers present the chemical/mineral composition of the curative waters, using terminology with a persuasive function:

> "Spring № 1 'Mariya'. It is brackish water, which composition is sulphate-bicarbonate-sodium-magnesium. It comprises iron, carbon-dioxide and hydrogen sulphide in slight quantities."

> "Medio-mineralized water Sophia's composition is sodium chloride, calcium magnesium with minor impurities of carbon dioxide and hydrogen sulphide."

As can be seen from the above examples, the authors emphasise that the procedures are reliable because their methods are backed by scientific proof. The technique equally works with those readers who do not understand the whole depth of these claims. Therefore, the conceptual and semantic uncertainties of these words result in the effects that can convey the high quality and reliability of the services.

In the text, there are many terms related to the hotel terminology, such as "spa-centre", "restaurant", "single room", "double room", "suite", "apartment", "guests", "air-conditioning", etc. Some terms belong to catering, for example: "buffet", "dietetic nutrition", "eco-farm", "menu", "cuisine", "banquet room", "restaurant", "dish", etc. Transmitting practical information, these terms help the authors in describing the resort and presenting the available services.

The corpus is not free of the common practice of abbreviated forms. However, the use of acronyms is not very frequent in the text. Positive connotations are activated by means of some shortened forms of words, as they have ability to transmit luxury and glamour to the readers. The following are abbreviations used in the text: "Wi-Fi" defined as an abbreviation for wireless fidelity; "ATM", or automated teller machine, presented as an interactive terminal with a touch screen or keypad that allows consumers with credit cards or debit cards to withdraw cash; "SPA" being the acronym of a Latin expression Salus per Aquam, which means health by water; and "TV" meaning the same as television.

UNIVERSIDAD DE MÁLAGA

It is also observed the tendency to use blends in the terminology field to speak about the different types of therapies. Such words as "speleotherapy", "carboxytherapy", "ozonotherapy", "hydrotherapy", "thermocompression", etc. are found in the textual corpus. These blends consist of combining two words to construct a new one and create a new meaning. The terms are presented to describe inventions that conjoin the definitions and traits of two existing things. The technique is an effective manner to spread the messages and to attract attention and curiosity towards the promoted services. Moreover, being related to science, these words also seek to establish credibility.

The use of terminology is widely employed throughout the text to gain prestige. The aim of the technique is to make this discourse more attractive to the readers that can encourage them to use this health tourism product as something safe and trustworthy.

Stylistic resources

It is important to mention figures of speech the authors utilize to present information other than the ordinary way. The verbal persuasive techniques are also composed with rhetorical devices such as metaphors, hyperboles, similes, metonymy, and personification. They create familiarity between the authors and the audience. These stylistic devices make the written text more interesting and livelier, and it helps the promoters get and keep the readers' attention. They give auxiliary ideas, meanings, and feelings to the verbal corpus and deliver emphasis and clarity.

The dream-like atmosphere is created by means of metaphors and hyperboles; and they are abundant in the scenery descriptions. The metaphorical linguistic expressions are used to influence the decision of the readers by generating certain desires subliminally influential (Phillips & McQuarrie 2009). These persuasive forms facilitate the description of the destination, and their metaphoric imageries present the appellative, emotive, and poetic functions in the text. Here are some examples of their usage:

"Now, 'Karpaty' hotel complex is the museum …"

"… the well-deserved place is the queen of mineral waters …"

"The fresh mountain air is the pearl of Truskavets."

UNIVERSIDAD DE MÁLAGA

The aim of the hyperbolic expressions of the corpus is to transmit appellative and emotive functions, too; they intensify attractiveness for the readers. The hyperboles effectively draw the attention to the messages. In addition, the deployment of hyperboles makes the text vivid and more interesting to read. The method serves the objective of glamorizing the attractions and the experiences offered by the resort. The examples of this characteristic are the following:

> "Highlands shrouded in legend, filled with magical powers, striking beauty of the hillsides, endless expanses of blooming meadows, steep mountain rivers."
>
> "… the wonderful world of the blessed Carpathians…"
>
> "Real Ukrainian cuisine in the atmosphere of huzul grazhda."
>
> "First, really thematic restaurant in Truskavets. It is only here that you can relax in the atmosphere of Paris, romantic Venice, passionate Cuba, old Lviv and retro London!"
>
> "A unique gift of nature, which is unique in the world…"
>
> "Arriving in the 'Karpaty', you will plunge into the sea of carefree and get force for the entire year, and next year you will definitely want to come back to us!"

This corpus uses emotive words to associate the destination with the needs of the target audience. The metaphors and hyperboles in the above instances deliver a sense of peace, comfort, luxury, excitement, and escape, which are the most desirable experiences for tourists.

There is one comparison in the text that conveys the information that children are equally welcomed as their parents. The presence of this technique allows the readers to obtain the information quickly and to feel closer to the destination. The example is the following:

> "We, in 'Karpaty', do our best so that our little visitors feel as comfortable as their parents."

Metonymy is used in the text to represent "Karpaty" resort' team and the staffs of other health resorts. It is a colourful method to take the ordinary and make it beautiful. The main purpose of this figure of speech is to add flavour, break up some of the awkwardness, and make the sentences more vibrant. Here are some examples:

> "In addition, the resort also uses carbonic and pearl baths."

UNIVERSIDAD DE MÁLAGA

"Karpaty sanatorium offers not only qualified medical examination and complex treatment in Truskavets, but the full range of services of European level."

"… the restaurant 'Play' generated schedule days of national cuisines make guests feel at home tasted familiar and favourite dishes."

"Of course, all Truskavets sanatoriums claim that they are the best choice."

"Not all sanatoriums in Truskavets can boast of having a diagnostic centre."

Furthermore, personification is present in the text. Non-human objects like the hotel territory, restaurant, songs, and atmosphere themselves are portrayed in such a way that the readers feel they have the ability to act like human beings. The aim of this technique is to bring inanimate things to life to better explain them. It makes the verbal text more vivid and helps the receivers understand some objects and concepts, as they are described in a better way. The following examples use the personification technique:

"In many ways, the unique hotel territory with a restaurant allows us to top the list of the best sanatoriums in Truskavets."

"Ten thousand of beloved songs and unique atmosphere every Tuesday, Thursday and Saturday expect you at karaoke parties at disco-bar of the hotel-resort 'Karpaty'"

Using these different literary devices, the promoters convey the messages in a simple understandable way to the readers. They help the audience in the interpretation and analysis of this promotional material.

Slogans

In the text, the role of slogans is to exert a kind of emotional manipulation on the potential guests. The authors invite the addressees to have their rest at this medical complex with the following slogans:

"One place for different situations."

"Two times better sanatorium of Truskavets, Morshyn, Skhidnytsia!"

"Sanatorium Karpaty in Truskavets: One Voucher and a Wide Range of Services"

"Karpaty is a sanatorium in Truskavets that you'd want to return to."

UNIVERSIDAD DE MÁLAGA

"FREE OF CHARGE! ONLY WE!"

These striking and memorable phrases are very concise and appealing; they serve as persuasive expressions in this communication. Some of the deployed slogans are based on comparing this resort with other places, providing the meaning of superiority for the place and elevating it over the competitive ones in the marketplace.

The first three examples are descriptive slogans; they provide information on the work of the resort. The last two examples are persuasive slogans that stress on why the readers should opt for the offered services. All of them create positive imagery about the functions of this establishment. Their simple rhetorical manner leaves little room for details. The writers encode clear messages within each slogan, trying to emphasize the benefits of the services, which are being portrayed. The creativity of the slogans is another factor that has a positive effect on the attitude of the readers. These slogans portray "Karpaty" brand, creating a sense of likability for the brand name to be attractive, since it is a very valuable asset to the resort.

Mainly, the above-mentioned slogans do not contain verbs; therefore, their nouns and pronouns are of fundamental importance. They are much more suggestive, meaningful, and manipulative than verbs are. Moreover, there is the key-noun "sanatorium", which is constantly repeated. In the second example, the term "sanatorium" is determined by the comparative adjective "better" meant to highlight the superior quality of the place. The last example features the pronoun "we" that refers to the sanatorium itself. Thus, all the slogans contain the reference to this medical complex.

In the previous examples, it is also observed a kind of dialogue between the destination and the readers through the personal pronouns "you" and "we". It indicates a kind of fluent conversation between the audience and the resort. Through the direct address, the persuasion focuses on the receivers, the potential customers. It is a common strategy of the special use of personal pronouns in promotion, which Dann (1996) labelled as ego-targeting.

In the slogans, the writers point to this perfect destination where only nice and unforgettable experiences can be gained. Using the technique, the image the resort wants to create in the readers is that of the unique and ideal place with much comfort and benefits for a rest and healthcare. Thus, the slogans transmit persuading messages to

UNIVERSIDAD DE MÁLAGA

the readers, triggering them to make the right decision.

Syntactic aspects

Conditional sentences

The writers present the information with some real conditional sentences; they are used to express general truths about the resort and point to real facts related to the guests' experiences. Using the conditionals, the authors also want to make a suggestion to the readers and again to highlight the idea that this destination can satisfy their needs and make their dreams and wishes come true (Zakharova 2020a). With the conditional structures, the would-be clients are given several options, but the promoters offer them the best solution, as we can see in the following examples:

> "If you are looking for a wonderful place to relax with family or in a friendly company, we should advise to attend a cosy restaurant "Dvoryk Leva"
>
> "If you want to book a sanatorium and come with children to Truskavets, you can be sure of the right choice."
>
> "If you come with two children, we recommend apartments (Truskavets). Both adults and children will feel comfortable here without limiting the space. If your goal is an affordable yet high-quality stay, it is better to choose standard rooms."

Interrogative sentences

Another clever approach to persuade the receivers is the use of interrogative sentences. This discursive technique, which involves a discussion, is intended to create a closer relationship between the senders and the readers of the promotional material. According to Dann (1996) and Pierini (2007), the use of questions creates the impression of communicative immediacy. It is a proper alternative to make the readers feel understood and present the messages in a user-friendly manner.

The writers use this method with two aims. The first reason is to grab the attention of the potential tourists. The second one is to ask questions that they presuppose the readers would pose. The promoters have the best solution to the possible problems that the would-be customers can have; thus, instead of just introducing the

UNIVERSIDAD DE MÁLAGA

information, they write the questions to highlight the facts that the addressees can solve any problem that could arise to them. Therefore, they formulate the questions in advance, to answer them immediately after their introduction. The examples taken from the corpus are the following:

> "Why are we at the top of the list of the best sanatoriums in Truskavets? When choosing the best sanatoriums in Truskavets, consider that we won this nomination twice …"

> "Why are we called a hotel complex? Because in addition to the basic services, clients can spend time in the lobby bar in the evening, take a walk in the park on the hotel territory, enjoy delicious dishes in the Grazhda restaurant, and meet with business partners in the conference hall."

> "Why do people visit Truskavets sanatoriums? Of course, the initial goal is treatment …"

> "Are you planning a trip to Truskavets? Do you want to make your vacation as comfortable as possible by combining it with treatment without spending a fortune on it? Are you studying different sanatoriums of Truskavets? Choosing a sanatorium Karpaty, you will be able to solve several of the above issues at once."

In the corpus, the writers tend to use "Why" questions that help provide influential argumentations. "Why" questions aim to establish causal relations, that is, something happened because of something else. Thus, they serve to develop a verbal reasoning, and this is a key element in persuasion. In the text, the technique is used to talk about the explanations regarding the benefits of staying at the resort.

These interrogative sentences are an excellent solution to get attention quickly and appeal to readers' curiosity. The strategy engages the addressees, drawing them into a problem, as "Why" questions tend to stir brains and the readers just want to know more. The built curiosity is a result of centring on the problem instead of its solution. Afterwards, the writers begin to introduce some facts, responding to the questions with "When" + gerund, "Because …", "Of course …" to prompt further thinking and reflection.

The focus of "Why" questions in the text is either on the resort itself or on the guests, which are marked with the terms "we" and "people" and are positioned as the subjects of the sentences. The verb "to be" helps present the qualities of the place;

UNIVERSIDAD DE MÁLAGA

whereas, the verb "to visit" accompanied by the noun "people" creates an impression of being a popular place to stay in.

In the last example, the interrogative sentences focus on the readers, as their subject is the personal pronoun "you". This "ego-targeting" persuasion strategy (Dann 1996) is used by the website to create a conversational style in the promotional material. Therefore, the interactivity created with interrogation is doubled in these sentences. Moreover, the reader can feel as if he/she is the only person to whom the questions are addressed.

In the used questions, we also come across some positive vocabulary, such as "enjoy", "won", "delicious", "comfortable". These words enrich the sentences by enhancing the positive meaning behind them and enabling the writers to express how good the resort is. The words produce an uplifting effect on the sentences in which they are used. Moreover, the key words "treatment", "Truskavets", "Karpaty", "services" are incorporated in the questions to introduce the main topics of the website.

Conciseness

Conciseness is also observed in the text. It is a verbal strategy by means of which some concepts are expressed in the shortest possible form (Gotti 2006). It reduces the textual surface and increases the lexical density of the text. In this case, the most powerful and effective terms are deliberately chosen to create persuasiveness in the corpus.

The manifestation of this characteristic is found when the authors avoid relative clauses and make the sentence structures simpler. The omitted relative clauses are compensated for via the substitution of these relative clauses with lexemes obtained by affixation. For example: "non-stop lobby-bar", "non-smoking area", "stress-free time", "gluten-free food", etc. This limiting in the word count is an effective writing that includes concise and clear terms without repetitive and needless ones. It is used for the readers not to become disengaged and confused and the main points not to be got lost. Communication of complete information in a few words is also observed in the register of health tourism. Look at the following examples: "long-term care", "anti-hair-loss oil", "well-above-average rate of recovery", etc.

UNIVERSIDAD DE MÁLAGA

4.1.3.2. Typographic signifiers

In the corpus under investigation, the words possess a huge amount of persuasive power and have a colossal impact on the response of the audience and the outcomes of the promotion. But the textual paralanguage is also an essential aspect to discuss, as it can determine how the readers perceive and process the presented information (Hannah 2019). The nonverbals play an important role in the websites' design and its textual communication. Due to the fact that the verbal discourse is the written words, each word in the text possesses its textual paralinguistic properties. In the written corpus, paralinguistic features are displayed by font and colour choices, capitalization, and the use of non-alphabetic and abstract characters.

The use of typography in the verbal text is varied but simple and basic. The verbal messages are placed in distinct positions within the web space and are written in letters of different sizes, colours, and thicknesses. The techniques help form a visual hierarchy that enables the readers to quickly glance through the content, identify key elements, and comprehend the co-relation between elements. It is very important, as most of readers are not interested in going through an entire promotional content word-by-word. Figure 3 demonstrates the impact of the visual hierarchy of the verbal text. As we can see, the hierarchy is expressed through different types of fonts: headline and body font have some variation in terms of colour, font weights, and font families.

UNIVERSIDAD DE MÁLAGA

Figure 3. Visual hierarchy in the corpus of "Karpaty" resort website

The coloured type is used for headlines that display the sections of verbal information. The letters of the headlines, which are light green and bolded, communicate the topic of a following piece of written information. This typographic technique has an emotional attribute due to the colour of the letters. Green is the colour of life, renewal, nature, energy; it is associated with the meaning of health (Fisher 2004). Thus, this eye-catching type reinforces the messages of the text, and it is persuasive in this health-oriented discourse.

The bold font faces in the titles of the sections and subsections offer reading aid and add salience to the tokens. The capitalized words in the titles have the same function and serve as an emphatic device to the headlines. Moreover, the capitalized fonts are used in the statement "BOOK NOW" indicating a call to action. This technique can motivate the audience to take the desired action. Therefore, the variation in these domains is used to draw the readers' attention.

The text is legible and easy to read and comprehend. The use of simple font appears to be trustworthy and appealing. The authors appropriately use paragraph spacing, the spacing between line, font size, and letter spacing that has a profound impact on readability. All these elements make it pleasant to read and ease the flow of receiving the information, triggering a positive reaction to the content.

UNIVERSIDAD DE MÁLAGA

On the homepage, the black type on the white and light background is a good solution. The important pieces of verbal information have been separated with different background tones. At the same time, the juxtaposition of white titles and a dark turquoise background in the navigation bar is an effective choice, too. This contrast determined by the colours seems to be favourable for reading. As the font and the colour interact with the background in a successful way, there is no need to impose any special effects on the titles in order to make them more salient. In this case, it is the effective use of a rather simple font face. Also, throughout the website, the authors make use of a pure white font face contrasted with the photos that appears to be powerful technique in all its simplicity. The reason is that white is illuminating, helping our minds to focus.

In the corpus, the typography choices are more than a matter of aesthetics. They effectively contribute to the attractive design of the website and enhance the persuasive impact of its messages, as they draw the users' attention to the most useful parts of the content. The website's typography captivates the audience, evokes emotions in them, and reinforces the messages of the promoters.

4.1.3.3. Visual representational types and signifiers

The corporate identity of the website is not only linguistically codified at the lexical level, but also created and enriched visually through accompanying photographs and drawings, abstract images, videos, maps, online webcams, symbols, and icons. Each of these types of visuals helps further the performance of the content. Along with the text, they assist in delivering more accurate messages. Using these components, the promoters are trying to guide the audience by implying what is worth seeing and doing at the resort complex. The used visual representations are an important part of building "Karpaty" brand and creating its promotional material, as they more effectively connect with the users of the website.

Designed as a visual text, the website features a total of 477 pictures of different size, shape, placement, content, and style. Remarkably, no page is deprived of a visual, while 5 pictures are of full-screen size. As for the content, 195 pictures feature the interior hotel conveniences, nature is visible in 71 photos, and medical treatment is the subject of 43 images. Accordingly, hospitality is then the most recurring topic in its multifaceted representation through comfortable rooms, contemporary design and

UNIVERSIDAD DE MÁLAGA

decoration, and friendly and welcoming atmosphere. The website visually articulates the core value of the place, nature, through amazing landscape and ecosystem, where the resort complex is located. The medical photography imagery is concerned with the clinical presentation of patients, medical and surgical procedures, and medical devices. Human beings appear in 113 photos: 27 of them display hosts, 63 guests, hosts and guests are staged together in 15 photos. All the pictures are of higher modality/quality because they are bright and vivid professional photographs.

The audience is offered 11 videos to look at the resorts' attractions in action, interactive and Google maps to visualize the location of the resort complex and its premises, two webcams to overlook some places of interest, and, finally, generic symbols and icons to identify language buttons, links to online social networks, and means of contact.

Logotype

For the visual representation of "Karpaty" brand, two versions of logo are introduced into this website: one for the domestic and another for the foreign markets. They act as a significant identification marker to the resort and are used to communicate the promotional messages to the audience. The logos play a significant role in introducing the destination and portraying the identity and image of this place. Normally, the users should spend some seconds focused on this visual area before moving on.

Figure 4. Destination brand logo (Ukrainian version) in the corpus of "Karpaty" resort website

Figure 5. Destination brand logo (English version) in the corpus of "Karpaty" resort website

Figure 4 illustrates the logo in Ukrainian. This version is used throughout the website, no matter what language is selected. The English version of the logo (Figure 5) was created exclusively for the foreign audience and is used only in one video presented on

UNIVERSIDAD DE MÁLAGA

the homepage of the website. The logo of the destination is simple and clear. It occupies top-middle position; however, if a page is scrolled, it takes the top-left corner, resulting in the logo being presented in all the webpages. Its main purpose is to distinguish the destination from others and communicate the most important features of the place.

According to the logo, the resort complex provides 4-stars hotel facilities. The logo incorporates a symbol that is a distinct indicator of nature and resembles the forested mountains of the Carpathian region. The mountains are represented in two different shades of green colour; this is to signify that the destination is situated in a natural green area. Hence, the main emphasis of the logo is on the nature aspect of the place. The resort name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. It is presented in the official language of Ukraine. The font of the letters is elegant, functional, and with an element of warmth due to its slightly rounded corners. It works well in the logo because it is appealing and easy to read. Its greatest strength lies in evoking friendliness because of its geometric style. The representation of the word (or wordmark) together with the mountain icon becomes a visual symbol of the destination.

The logo may enhance the curiosity of the audience, as it invites to explore natural areas within the region. The wordmark and two shades of green create an impression that the beauty of the region lies in nature. The reason is that green is usually associated with nature, grass, trees, and it creates a feeling of calmness and reminds people of outdoors (Kaya & Epps 2004). The placement of the two main objects of the image, the symbol of mountains on the top and the name on the bottom, reveals the information value through the composition of the logo. According to Kress and van Leeuwen (1996), elements that appear on the top of an image represent the ideal and those placed on the bottom the real. The ideal elements stand for the idealized essence of information, while the real elements provide more specific or practical information. Thus, the mountains of the region are presented as the ideal information, illustrating a promise, whereas the name is presented as the real information. In addition, it can be observed that the promise information of the logo takes a crown shape over the real information, implying a high level of services this place can provide. Meanwhile, the star rating occupies the centre of the logo being a nucleus of the composition and giving a sense of the amenities and qualities of "Karpaty" resort.

This small part of "Karpaty" brand favourably represents the destination,

UNIVERSIDAD DE MÁLAGA

providing a positive first impression and creating awareness about the place and what it offers for the guests. But the most important aspect concerning the logo of "Karpaty" resort is that it is consistent with other elements of the website. The logo supports the messages of the website about a natural destination and strengthens the perception of this destination, which the promoters are trying to foster as an authentic, unspoiled place that is still wrapped in time and untouched by technological changes. The coherence between the different text elements serves "to unify the image formation and building, which in turn contributes to the strength and uniqueness of brand identity" (Hem & Iversen 2004: 86).

Photographs

The first five images displayed on the website are full-screen pictures, they feature the main attributes of the destination (Figure 6). The viewers are offered to look at the resort from a distance, to learn about the commodities inside it, to meet happy people who are receiving a treatment by drinking mineral waters, and to view the photo of two lynxes representing the element of nature in the promotion.

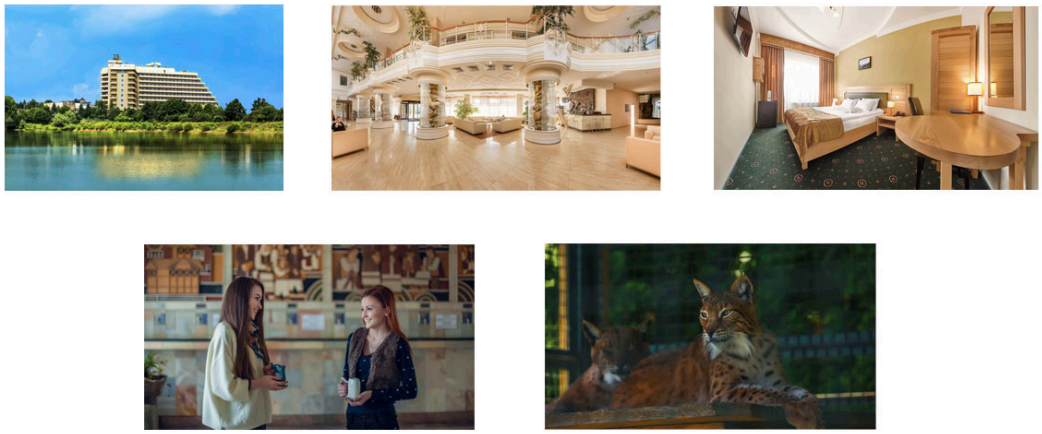

Figure 6. Homepage main images in the corpus of "Karpaty" resort website

The first picture is a spectacular glimpse of "Karpaty" resort during daytime. The photo presents a conceptual structure through its iconic visual signs, namely, lake, sky, building, and trees. The building is a main represented participant due to its central

UNIVERSIDAD DE MÁLAGA

position in the picture. This building is "Karpaty" resort itself. The plastic signs play an important role here, too. The bright brown colour of the hotel stands out in the azure coloured water and bright blue sky, visually putting more emphasis on that part. The contrast between the warm brown and the blue shades roughs out the ideal division of the picture. The lake reflects the entire building and nature round it, recreating the real scene on the water mirror. It allows seeing the image on both sides. The viewers can also turn the picture and see the same reflected image. Indeed, the image could be divided in two parts: the lake with the reflected scene and the real building together with an ecological-green environment. The main idea that the authors want to transmit is that this establishment is a place where time has stopped and where calmness prevails. "Karpaty" resort is surrounded by untouched nature allowing the visitors freedom and total liberty.

The visual representation of pleasant nature scenery triggers emotional responses similar to those experienced in pleasant natural environments. By using the image of pure nature around the building without people visible in the photograph, the interactive participants have an invitation to enter the represented space and enjoy the green space around the building. The long shot creates a far social distance between participants, inviting the viewers to enjoy the view from that point. The picture is taken from an eye angle that implies intent to involve the viewers.

The second picture is taken inside the institution. The represented participant is a luxury hotel lobby. The viewers perceive the dimension of a high quality through plastic sings, such as forms of the depicted iconic messages, for instance, the vast space, three columns, and the balcony of the second floor. The picture is a shot from an eye angle that creates a more familiar contact with the viewers. In terms of the horizontal angle of the photographic shot, the photo is taken from a frontal angle, projecting a message of inclusion (Kress & van Leeuwen 2006) so that the represented elements are a part of the viewers' world.

The third photo is a hotel room. Its conceptual structure is represented through iconic signs, such as table, bed, window, etc. All these visual messages bear the symbolic meaning of comfort that comes from plastic signs, such as forms of depicted iconic messages, for example, the big bed and the way it is made. The scene presents warm colours: yellow, brown, and green that transmit the symbolic meaning of calmness (Fisher 2004). The medium-long shot creates a middle distance between the

UNIVERSIDAD DE MÁLAGA

participants, and the picture is taken from an eye angle in order to engage the viewers. The image portrays no characters; therefore, the observers are invited to enter the featured space.

The fourth photo displays female characters. It has a narrative structure showing an action process. The presence of vectors (Kress & van Leeuwen 1996: 57), that is to say the "diagonal lines of action" between the faces of the interlocutors, can be detected in this photo that indicate that these two girls are happily chatting. The photo conveys a sense of connection and rapport between the represented participants, as it features the characters that wear broad smiles and look contented and satisfied with their experiences. The facial expressions of the image participants are factors that can convert the viewers, proving that the services at the resort are worth trying.

The section sparking the most interest is the hands of these ladies. The women are holding special cups for drinking therapeutic mineral waters from springs. On the visual plane, there seems to exist invisible arrows departing from the cups to mean that the women are taking a treatment. The plastic sign, such as the form of the cups, let the viewers understand that the represented participants are drinking mineral water. This form of cup is designed in order not to damage the teeth of patients, as the components of mineral water can harm enamel.

The fifth picture has captured two lynxes to bring the element of nature to the site. The represented participants are in a cage. The picture arouses an interest in the viewers, triggering a desire to understand why this image is positioned among the main pictures. Later on, they will realize how big the resort is as it possesses its own zoo.

The silent element of these five pictures is their size that keeps viewers' attention, as the images are presented as important components of the website. These first photos let the visitors view the main attributes of the resort that, consequently, arouse an interest in them to read on.

Scrolling down the homepage, the visitors are proposed three different units of information, namely, recreation, treatment, and nutrition. The information is presented with linguistic and iconic messages. The verbal texts here have a function of anchorage to direct the readers through the signified of the images. The images are three separate demand pictures (Figure 7), in which the represented participants, human beings, address the viewers with a direct gaze. These pictures generate strong engagement

UNIVERSIDAD DE MÁLAGA

between the receivers of the messages and represented participants. The viewers are invited to interact, as an imaginary relation is established with them.

Figure 7. Human images on the homepage of "Karpaty" resort website

The photographs of these people generate affective responses from the viewers. For example, in the first photo, the represented participant, who is supposed to be a client of the resort, is smiling, and expressing the feelings of happiness that uncovers the themes of pleasure. According to Thompson (2012: 416), the happy-looking woman, which is depicted in the photograph, "promote the normalization of disorder". As a result, this image enhances the persuasive power of the corpus, as it transmits the promise for the tourists who look for a rest together with a treatment.

The next two photos uncover themes of support, featuring the resort staff in them. We can see two doctors and a cook that have welcoming smiles, too. The photos make an emotional connection with represented participants. The colours of the pictures make the focus on the faces that provides much better impact, as the emotional connection is stronger. On the other hand, the white clothes of the represented participants are the unblemished marker of purity. White stands for everything good and right; it is the colour of certainty and truth (Fisher 2004). Thus, looking at the pictures, the readers can associate the place with cleanliness. Moreover, these photos project a sense of goodness in them.

By using photos of people, the website becomes more personable and relatable and has a positive impact on the users' first impression of trustworthiness. It is important to note that the main issue in online promotion is a trust. Associating photos

UNIVERSIDAD DE MÁLAGA

of people with services engenders trust. Thus, these human photos may increase the conversion rate of this promotional material, as they get the viewers to focus more, and this causes them to draw towards their points of interest.

The homepage also presents the photos of rooms that are classified according to their types (Figure 8). The accompanying linguistic messages act as anchorage to denote the names of the rooms. The pictures depict the rooms' main features and amenities that characterize each room category. The differentiation is obtained with plastic visual signs, such as the forms and colours of furniture, size of the rooms, etc. The variously sized and styled rooms are shown from a very simple to a luxury one. It means that the viewers are addressed to choose one and enjoy a stay in there according to their criteria and budget. This technique makes the conversion rate much quicker.

Figure 8. Images "Types of accommodations" in the corpus of "Karpaty" resort website

The pictures themselves seem welcoming. The application of a subjective perspective between an eye angle and middle distance offers the observers to look at the

UNIVERSIDAD DE MÁLAGA

accommodations from a close viewpoint. Moreover, the absence of human beings creates a sort of invitation to take part in the scenes. The viewers are invited to enter the spaces illustrated and enjoy the visually depicted conveniences.

As far as the colour system is concerned, each room has its own shade of brown. Brown is a natural colour that evokes a sense of strength and reliability. Brown represents either wood if it is dark and rich or earth if it is light. Though, it has an energetic and nurturing quality. It is a sensual, sensitive, and warm colour, engulfing the viewers in a feeling of calmness and comfort. Brown is friendly and approachable, loyal and trustworthy (Singh & Srivastava 2011). Hence, these shades may signify the friendliness of the host. The colour brown relates to quality in everything. In the case of these photos, it is comfortable rooms. The various shades of brown in the photos create a different mood and peculiarize each room according to its category.

The next page, which gives general information about "Karpaty" resort, presents the same image that is located on the homepage (Figure 9). However, if we take a closer look, it is notable that we have got two different shots. The main difference is the weather conditions.

Figure 9. Image of "Karpaty" hotel and resort complex

UNIVERSIDAD DE MÁLAGA

The photo is taken from a long distance and shows the resort and its surroundings "from a lookout position, a place not itself in the landscape but affording an overview of it" (Kress & van Leeuwen 2006: 108). The picture is shown in a wide view to offer "a reassuring act of contemplation" (Giannitraphani 2010, as cited in Francesconi 2014: 94). The image triggers the aspiration for and appreciation of the picturesque scenery. This panoramic long shot suggests impersonal relations; and the subjects in it are inviting to observe them from a distance (Kress & van Leeuwen 1996). This natural space is used in the picture to promote health and wellbeing, suggesting that the place is somehow different from the ones where the observers live.

The building is salient in the picture because of its foreground position (i.e., standing out from the background sky), relatively large size, and colour contrast. Therefore, the main carrier of the meaning is the building of the resort. The picture features the sanatorium against the skyline and is composed of the iconic signs of nature. The trees are the symbol of nature representing the destination as an ecological place. The photo shows a clear sky filled with fluffy white clouds. The sky is bright blue, and it is in a stark contrast to the green surrounding and the building. According to van Leeuwen (2011: 11), these colours are used "to create coherence between the different elements of a larger whole and to distinguish between its different parts". The dominance of bright colours suggests a peaceful and calm atmosphere. Furthermore, even though the three colours, namely blue, green, and light brown, are utilized to create the iconic messages, it is the colour green that dominates, which implies an ecological tourism product with its services contributing to wellbeing.

This highly suggestive picture invites the viewers to enter this enchanted world as no people appear in the image (Dann 1996). It displays the resort building and depicts the environments in which this institution is situated in order to deliver an idea about the destination. The image helps the website create a strong image of relaxing and peaceful place in the audience's mind.

UNIVERSIDAD DE MÁLAGA

Figure 10. Images "Sanatorium benefits" in the corpus of "Karpaty" resort website

The section "Benefits" provides the visitors with a series of pictures (Figure 10). The focus of the images is clearly the attributes of the resort; they are presented through iconic visual signs and linguistic messages. The first three photos feature nature settings and they are visual clichés depicting the main quality of the resort. The tree icons function as signifiers of forests that have always been a symbol of a mystery and wilderness. The lake illustration is a common signifier of vacation destinations. The photographs imply a deep relation between the resort and natural surroundings, the aspect that can be appealing for the potential visitors.

In the photos, the high camera angles make the components appear in an inferior position relative to the observers' dominant and more powerful point of view (Kress & van Leeuwen 1996). The distance shows that the viewers cannot have power over these objects; they are only welcome to passively observe rather than interact and engage with the depicted participants. Therefore, the pictures provide an opportunity to gaze to the landscape from the sky, where time seems eternal (Dann 1996).

UNIVERSIDAD DE MÁLAGA

The frontality of the elements depicted in the fourth photo engages the viewers (Kress & van Leeuwen 1996) by suggesting that the resort is inviting the guests to explore these commodities. The following three pictures are represented with images that include people. These pictures create vector lines to depict some action processes. Through the actions departing from the represented participants, the viewers are informed about the services the resort offers and are invited to experience a stay there.

The represented participants in the following pictures are food, a playroom, a car, and a hall with chairs. All of them stand for a certain kind of beneficial services. The pictures maintain viewers' attention to the objects; meanwhile, the linguistic messages function as anchorages for them to direct the readers towards the meanings chosen by the authors. The salient elements in the representations are the carriers of the linguistic meanings (Kress & van Leeuwen 1996).

The next section shows the scans of various certificates and diplomas (Figure 11). These images mainly provide linguistic messages that are delivered in Ukrainian and Russian. There is no translation into English, so the readers who do not have any command of these Slavic languages can only view the pictures without receiving the meaning of the content. The name of the section together with the plastic visual signs of the scans, namely, documents' texture, create an understanding in the English-speaking users that the documents are certification.

UNIVERSIDAD DE MÁLAGA

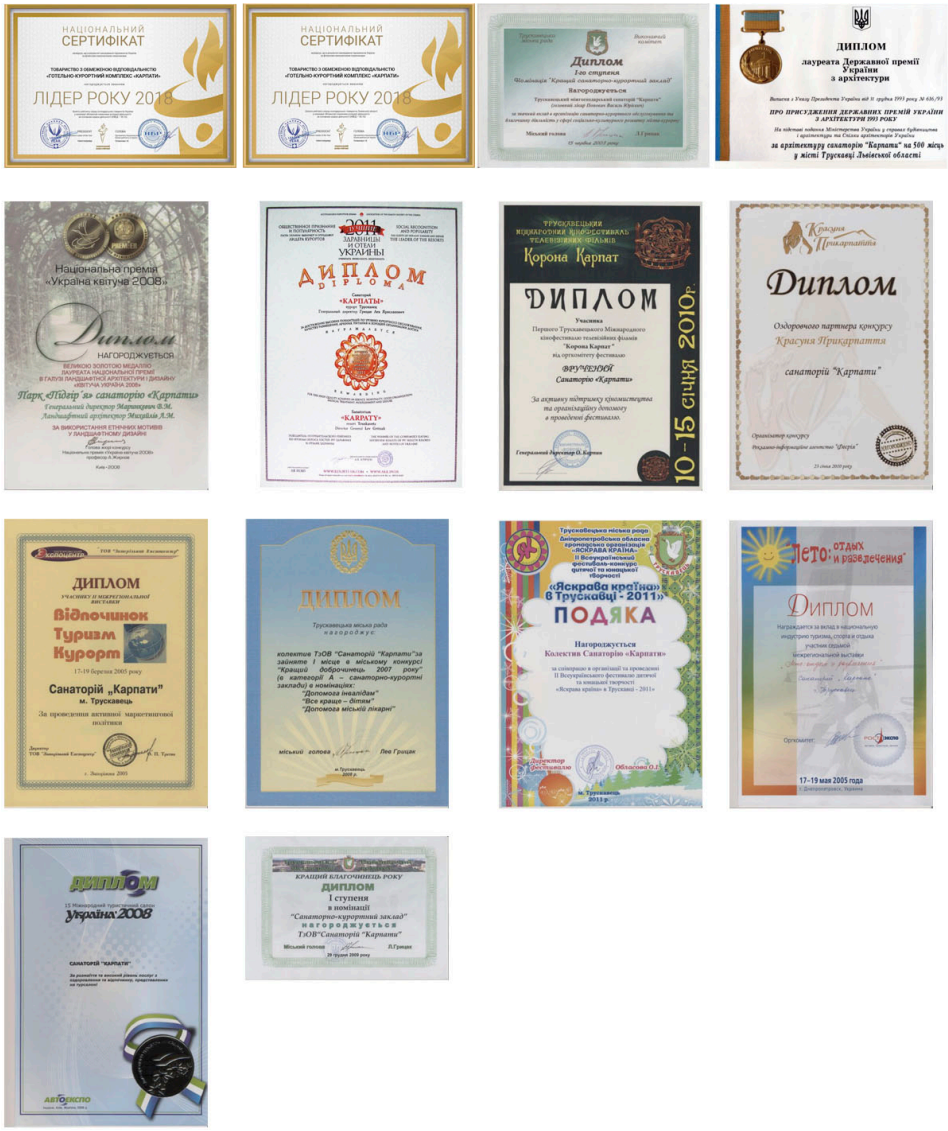

Figure 11. Images "Rewards" in the corpus of "Karpaty" resort website

By providing this visual section, the authors want to positively confirm certain characteristics of the resort and associate the destination with external parties. This confirmation is provided in the form of external reviews and assessments. The documents can be considered as trust indicators or authoritative figures (Cialdini 2001), as this professional accreditation builds confidence by certifying the qualification of the institution. Thus, embedding this section into the website can boost credibility and trustworthiness in the viewers. The technique is very powerful to help bring the visitors one step closer to becoming the clients of the resort.

UNIVERSIDAD DE MÁLAGA

The represented participants of the photographs introduced on the page "Famous Guests" are well-known singers, celebrities, and public figures (Figure 12). Mostly, they are famous for the people from the countries of the former Soviet Union. According to the title of the section, they are the guests of "Karpaty" resort. Through the accompanying linguistic messages, the authors give the names of these persons and some quotes from them that deliver their testimonials and success experiences.

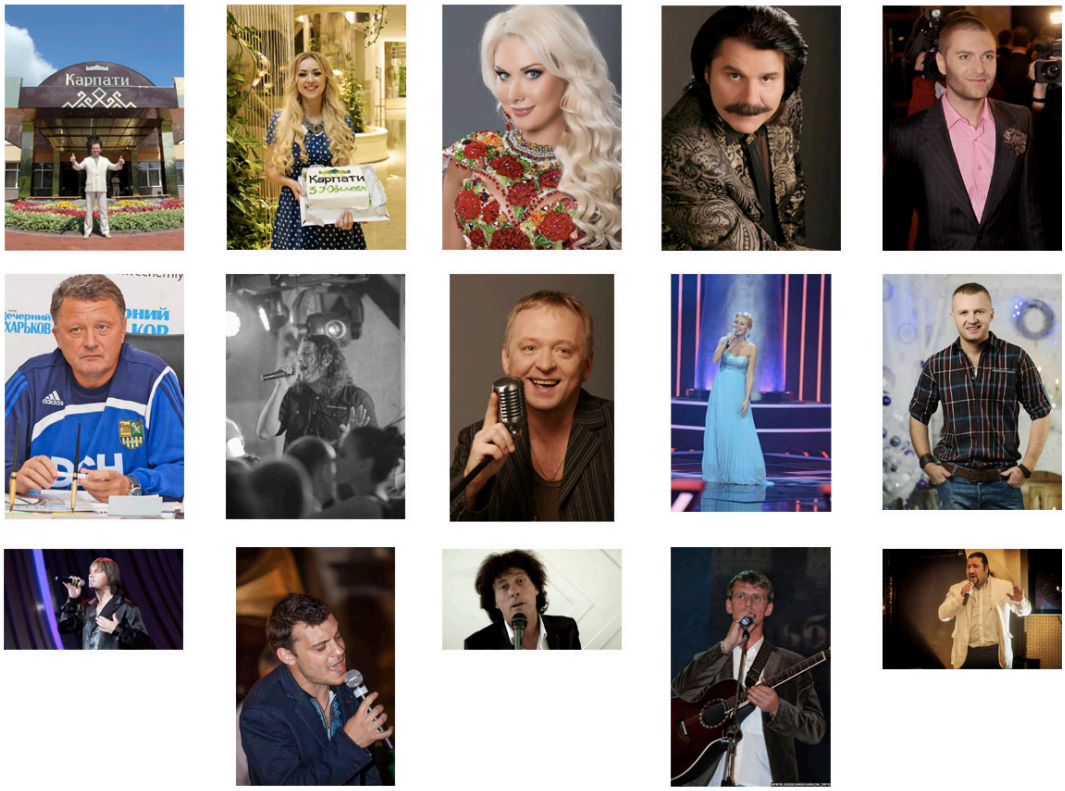

Figure 12. Images of the famous guests in the corpus of "Karpaty" resort website

The first two pictures are taken in the territory of "Karpaty" resort. They feature an abstract image, the sanatorium's logo. The sign indicates that the guests are inside the territory of the complex. The smiles on their faces leave an impression of happiness, transmitting a symbolic message that these people are satisfied clients (Zakharova 2020a). The first photo, which is a long shot, invites to view the resort's beautiful entrance.

UNIVERSIDAD DE MÁLAGA

The photos featuring celebrities and their testimonials are a high-impact marketing tool that works as a trust indicator (Manca 2018). They are a significant source of information for the destination that is used to evaluate the reputation and performance of the place (Cerutti & Piva 2016). The pictures grab attention immediately and build credibility, as popular celebrities naturally generate much attention, and they are generally well trusted by their fans. Moreover, celebrities in promotion build brand awareness, and they do it much more quickly than traditional types of promotion. Using these celebrities on the website to represent the services makes "Karpaty" brand stand out that helps differentiate the resort from its competitors. Hence, these well-known people greatly influence the conversion rate, as they reassure the users of the website of the quality of the promoted services. The visitors realize that the services are worth using. Such photos can also improve recall, making the viewers remember this resort and that it is connected to their favourite celebrity.

The section "SPA and sports" features eight visuals providing information about the indoor areas and facilities for swimming, taking different saunas or bathes, and enjoying sport activities (Figure 13). The main represented participants here are the clients of the resort. The long shots invite the viewers to observe well-equipped spas and feel their relaxing atmosphere. The viewers are offered to take a break and calm with the SPA services as the women do in the pictures. The plastic visual signs, such as the colours and forms of the depicted rooms together with the body postures of the women present a perfect balance of luxury, comfort, and tranquillity.

UNIVERSIDAD DE MÁLAGA

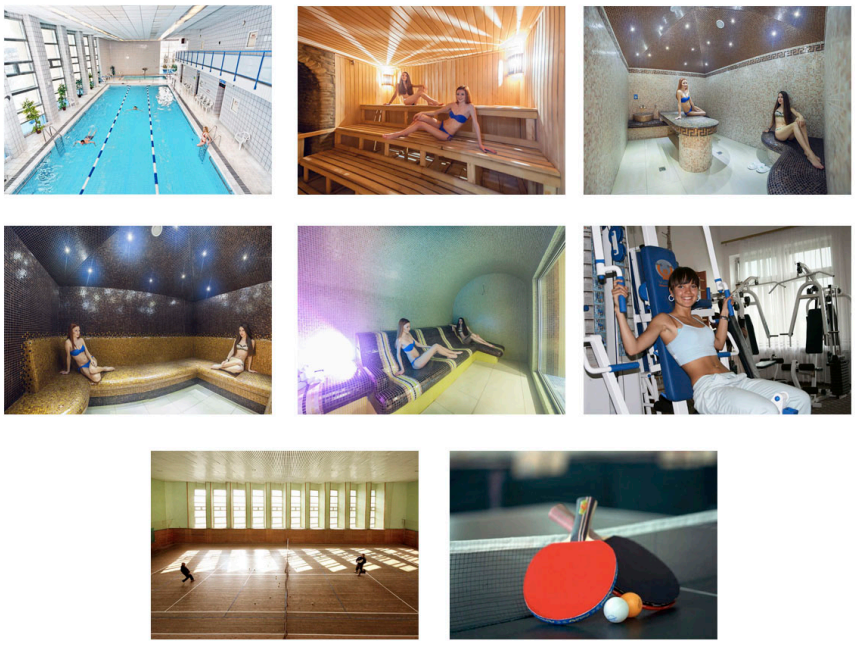

Figure 13. Images "SPA and sports" in the corpus of "Karpaty" resort website

On the other hand, the photos featuring sport activities are narrative structures. The action processes are depicted through invisible arrows departing from the represented participants that are the guests. It means that the viewers are offered to have a rest with dynamic activities. The photo, where a woman is captured in the gym, involves the participants in an informal relation typical between friends. The picture of this smiling client leaves an impression of happiness and verbally implies the message from her: "If you use these services, you shall feel like I do".

The images used in this section clearly express joy and satisfaction. The promoters give their prospects an idea of what they can experience at the resort. The authors do not simply present the pictures of the facilities for a rest without someone using them, but they do it showing the relaxing and pleasing effect of the services.

The following pictures (Figure 14) give a view of different free time activities available for the guests. The displayed activities and services vary from relaxation to an extreme entertainment. It signifies that a quiet stay can sometimes be turned into spending a funny time, celebrations, cultural events, etc. It corresponds to the play perspective described by Dann (1996). Some of these activities are represented with people appearing in the pictures. In this case, the participants of the events are the focal

UNIVERSIDAD DE MÁLAGA

points of the photographs, as they are at the centre of these images. They are portrayed actively participating in the activities.

Figure 14. Images "Leisure time in 'Karpaty'"

In some of the photos, the represented participants do not make any contact with the viewers. It implies that the observers are the passive viewers, who are not invited to make interaction with them. However, the other photographs are interactive and engaging, as the viewers are positioned as if they are in the crowd of the represented participants. Hence, these photographs invite the viewers to participate in the activities. Moreover, the photographs are depicted at an eye level, so the power relations are equal and more personal.

The most vibrant atmosphere is depicted in the photographs that portray dynamic activities. Thus, by suggesting an active stay at this resort complex, the authors may create a positive appeal for many tourists. The picture representing a cultural event depicts a calmer and reserved atmosphere with people quite passively listening to a

UNIVERSIDAD DE MÁLAGA

concert. Therefore, by introducing different activities, the promoters try to fulfil a wide range of customers' needs.

The photograph representing a cultural event, namely a concert, features a narrative framework (Dann 2011). The depicted elements are actors and spectators; they incorporate a storytelling process in the picture. Different vectors are formed by these elements that help the viewers understand that it is a concert, more specifically, a traditional folklore event. The picture depicts the participants in traditional folk costumes, who are dancing and singing folklore songs. As we can see, there are a great number of people participating in this event. Thus, it shows that the folklore traditions are still very much alive and popular even among young people. It also means that Ukraine manages to preserve its folklore traditions. The image reveals that authors regard traditional events as important and potential to attract the viewers.

The next section "For Children" presents four images: three photos and a cartoon picture (Figure 15). The children's room is a medium shot which invites the viewers to enter this place. The lovely outdoor play area for kids is a long shot featuring this place in full. The surrounding space is a green glass and a tree image; they are the objects implying a message with a code. It connotes that the play yard is located in a green area. The photograph is not engaging, nor interactive. The family, which is depicted, is not trying to make any contact with the viewers. The passive observers can see what they are doing, but they are not invited to become a part of that family activity. It gives a possibility to observe the area and realize that it is a right place for tourists with small children. The picture of a girl is a representation of water activities for children. The facial expression transmits the emotion of joy and happiness meaning that young guests can also enjoy water sports together with their parents. The interactive participants of these photos are families with small children, who are searching for a calm and revitalizing vacation.

UNIVERSIDAD DE MÁLAGA

Figure 15. Images "Facilities for children" in the corpus of "Karpaty" resort website

Today more than ever, photography is very useful within the healthcare industry, as potential patients are searching on the web for healthcare services. Since patients care more and more about establishing awareness, trust, and like with a potential practice before purchasing a medical service, the promoters of the website make the treatment services visible. These pictures are an effective support for the messages about the medical procedures and spas of the resort. The photographs illustrating the health procedures stand out from others, as they seem very professional, and the settings seem to be carefully staged (Figure 16). Good lighting and a high level of detail and colour suggest high modality, thus implying this material to be trustworthy information. The main idea of these pictures is to deliver the highest quality of care for the potential patients.

UNIVERSIDAD DE MÁLAGA

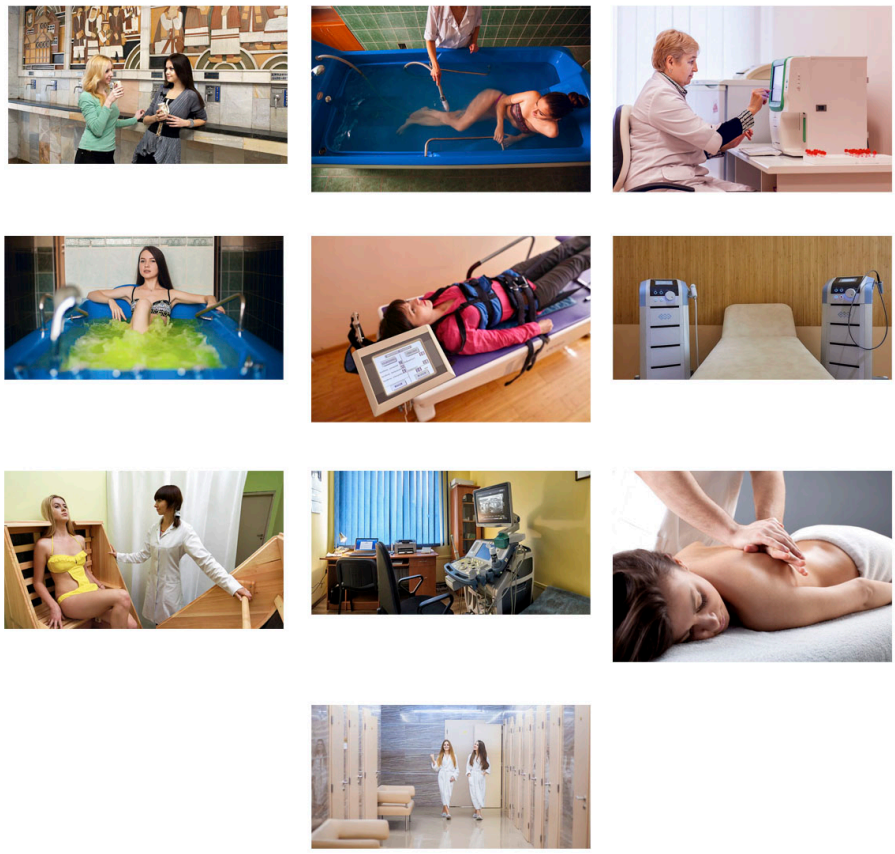

Figure 16. Photos of the medical facilities of "Karpaty" resort

Most of the images in the section "Treatment" are displayed at a close and medium distance, mainly depicting the resort's medical facilities and services. At this distance, these facilities are shown only in part, as if the viewers could see them physically. By projecting these images within the viewers' reach, the destination encourages them to visualize what they can afford while staying at this institution.

On the other hand, people in these pictures do not create any contact with the viewers, it implies that the tourists are welcome to come and observe the events rather than interact with the represented participants. However, the photographic image of a woman taking a bath implies demanding engagement from the viewers and establishes an imaginary relation with them. The image transmits satisfaction and suggests a friendly invitation to experience the joy of this medical procedure.

From the perspective of narrative process, these pictures adopt invisible vectors formed by the visually depicted medical staff. The viewers can perceive the action

UNIVERSIDAD DE MÁLAGA

processes realized by them. The personnel are presented as trained experts that help the patients relax and get a professional treatment. As a result, the observers are offered to view a range of refreshing spa treatments and other therapies to get awareness of the way they are performed at this sanatorium. As the photographs promote rehabilitation services, they signify relaxation and a peaceful environment inside "Karpaty" resort. These pictures can help the users contextualize and better understand what this establishment can serve them to accomplish. Hence, the viewers can visualize a story on how they could be treated at this establishment.

The last image of the section captured two women, and as it is a final image, the viewers understand that these people have already experienced the proposed procedures. The photo conveys a sense of rapport and connection between the represented participants, featuring the content facial characteristics of them. The technique increases the users' engagement, as it transmits an obvious benefit from the medical services. Adding the photo of these shiny happy women boosts trustworthiness of the treatments depicted in the previous photos. Generally, patients want results, not processes, and they seek healthcare in search of happiness. Therefore, this shot is a good marketing technique as it presents the outcomes of the medical procedures. Moreover, through the sequence of these photos, the viewers receive a story of a successful treatment (Zakharova 2020a).

The images of this section can activate affective responses of pleasure and transmit an idea that during a stay at this health resort establishment, the visitors can optimally combine a treatment and recreation, as well as recover their power and bring joy back into their life. These "during" and "after" images provide a comparison to help shape realistic expectations.

Furthermore, demands are established with the photos featuring the medical team of the resort (Figure 17). An imaginary relation is created with the viewers, since the represented participants address them directly. The images generate a strong sense of involvement because the observers are looking directly at the people portrayed in them at a close distance. It seems as if the viewers are able to converse with the represented participant. The act is also emphasized by the facial expressions of the represented participants of the images.

UNIVERSIDAD DE MÁLAGA

Figure 17. Pictures "Doctors of 'Karpaty' sanatorium"

The intimate social distance results in the viewers feeling closely connected to the represented participants within the images. As we can see from the photos, they look friendly, warm, and at the same time professional. It generates specific emotions and uncovers positive themes such as support and help. All the viewers see are the professionals that they can trust and feel comfortable with. The photographs convey an impression that these authoritative figures (Cialdini 2001) are ready to consult the viewers right now. The only thing left to do is to buy this health tourism product.

The doctors wear white coat with the logo of the resort; however, the cosmetologist has a crimson scrub, as she is not a physician. Cosmetologists are trained

UNIVERSIDAD DE MÁLAGA

and licensed to perform cosmetic treatments and work to improve client aesthetics. The colour of her uniform is salient and attractive. Embedding this image in this section, the authors want to highlight that the cosmetological services are realized at the same professional level and will guarantee safety for the guests. Due to all the above-mentioned characteristics, the medical personnel create a certain professional image of themselves in the photos; meanwhile, the linguistic messages deliver information on the doctors' specialties. By providing these real photos of the resort's employees, the authors add credibility to this resort complex.

A separate page is dedicated to the information on the treatment of haemorrhoids (Figure 18). The section introduces six images on this issue. The first main picture is a visual metaphor depicting all the problems of this disease and making sense of the message. The plastic signs, such as the colour green and shape, help in identifying the meaning of this sing. This metaphor brings together two dissimilar things in order to effectively transmit the difficult meaning of the intended message and make it easier to understand. As a result, we get a symbolic message conveying a feeling of pain. The next pictures are the solution to the problem.

Figure 18. Haemorrhoids treatment pictures in the corpus of "Karpaty" resort website

On the website, much attention is given to the representation of gastronomy since food and drink can enrich any tourism experience. The section "Nutrition" offers to view the restaurants of the resort complex. The first restaurant, which is also the main one, is depicted as empty and waiting for tourists' presence (Figure 19). The interactive

UNIVERSIDAD DE MÁLAGA

participants have an invitation to enter the represented space and taste the food portrayed in the following pictures.

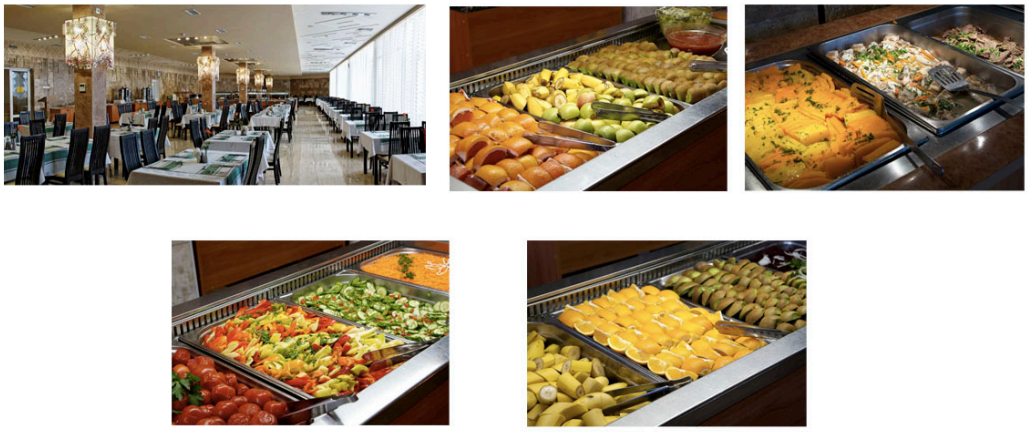

Figure 19. Photos of "Play" restaurant in the corpus of "Karpaty" resort website

The food is the salient objects of the photographs due to their size, colour palette, and central placement in the visual field; therefore, it is important and attractive. The warm colours of the meals are engaging and elicit positive and inviting feelings. The objects in the images are brought close to the viewers that enhance engagement and offer personal relationships between the viewers and the photographed elements. They are perfectly clear, beautiful, and make the viewers hungry just by looking at them. It indicates that the authors are suggesting enjoying and sensing the taste of the food.

The way the food is portrayed generates the meaning that the guests are offered to serve themselves the food that they prefer. By providing a wide variety of foods, the authors try to transmit an idea that the resort can meet the needs of a large variety of customers, as they are offered a vast range of food selection. This food photography is a wonderful way to highlight the work of this restaurant. It can serve as a differentiator between this establishment and the competition.

There are two more restaurants represented in the photographs (Figure 20; Figure 21). They are also depicted as empty and waiting for the guests. The frontality and medium shots invite the viewers to engage and enter these spaces.

UNIVERSIDAD DE MÁLAGA

Figure 20. Photos of the restaurant "Ya i Ty" in the corpus of "Karpaty" resort website

Figure 21 is a representation of an ethnic restaurant. The plastic visual signs such as the colours and forms together with the linguistic message "Grazhda" imply Hutsul culture. Hutsuls are a unique ethnographic group of Ukrainian people that lived and still live in the west of the country: in Ivano-Frankivsk, Chernivtsi, and Zakarpattya regions. The interior of the restaurant presents vivid natural colours that are an inherent characteristic of this ethnographic group. The first picture portrays vibrant hand-woven textiles, colourful kilims (i.e., carpets), and embroidery that have dominant black and dark red colours. The towels are a cultural symbol representing Hutsul tradition. Moreover, Hutsuls are renowned for their artistic wood carving and inlaying of wooden objects with contrasting wood that is also observed in the picture.

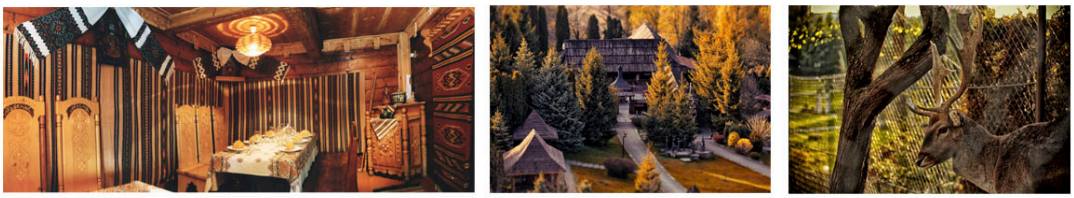

Figure 21. Photos of "Grazhda" ethno-café-museum in the corpus of "Karpaty" resort website

The restaurant is not described linguistically; the images are the main source of information. The reason is that certain information is best delivered by means of images then words. This is true with this traditional place, of which verbal descriptions alone will make it difficult for the readers to decipher. The traditional decoration is an identity signifier and is used here to represent Hutsul ethnic culture. The decoration of the restaurant communicates that the recipes and preparation of food are very traditional as

UNIVERSIDAD DE MÁLAGA

well. Therefore, the images express local culture and cuisine to convince the potential visitors to explore them (Litvin, Crotts & Hefner 2004).

The picture serves to draw the tourists' attention on the typical and authentic aspects of the local culture, on something that is unique (Dann 1996). On the website, Hutsul culture is a semiotic resource that is used as a tool for meaning making. It is employed as a tourism commodity in realizing "Karpaty" destination image. The purpose of the photo is to express the promise that the guests will experience a meaningful trip.

The following images suggest that the restaurant is surrounded by wild nature. The long shot creates a far social distance between participants, inviting the visitors to enjoy the view of the restaurant's distinctive wooden folk architecture. The deer in the last picture is a symbol of the untouched beauty of nature in this region.

The representation of the two restaurants (Figure 20; Figure 21) juxtaposes the traditional and contemporary atmospheres of the places. It signifies that both the traditional and contemporary cultures of the country are valued and highly appreciated at the resort complex. The pictures imply that the guests can enjoy this cultural diversity.

The images located on the page "Prices" mainly contain linguistic messages and imply benefits for the guests (Figure 22). The first image can be read as: "This autumn, the prices drop like the leaves from trees." The portrayed leaves create a powerful visual simile. This pictorial thinking device is used to enhance the verbal message of the picture. The technique allows the authors to present information in a way that the readers can immediately relate to. Moreover, the colours red and yellow are attractive elements of the image. They are the most attention-getting colours. In addition, red is linked to passion and power (Kuniecki, Pilarczyk & Wichary 2015). It means that when the readers receive the implicit meaning of the image message, this colour can influence the viewers and move them emotionally in the way determined by the promotion.

UNIVERSIDAD DE MÁLAGA

Figure 22. Images on the page "Prices" in the corpus of "Karpaty" resort website

The second image is a traditional family illustration. The family image creates an appeal for those tourists who travel with small children. The people depicted in it have happy facial expressions, as they are smiling. The gaze direction of the represented participants is directed at the viewers, it signifies that it is a demand image (Kress & van Leeuwen 1996). It means that the viewers are involved in personal relations with this family. The eye contact with the viewers establishes an imaginary connection and the smiles suggest a friendly invitation to take advantage of the opportunity that is transmitted with the linguistic message of the picture. This family photograph can tell a story as well. In this case, this family is happy because they have taken that chance.

Finally, the images of the section "Gallery" uncover various themes. Interestingly, the authors add here the pictures showing the resort during Christmas time, offering the viewers to take part in the scenes and discover the place during this magic period. As Christmas time is forever associated with lights and decorations, the authors provide a great deal of photos that feature the interior of the resort with its rich festive adornments (Figure 23). Warm colours between yellow, red, and green confer a notion of hospitality and friendly atmosphere. The scenes are bright and give an idea of calmness and warmness. So, the authors try to depict the same place but in different circumstances. There is definitely a magical feeling around this Christmas design that gets the viewers in the Christmas spirit. As Christmas is associated with happiness and it is a time of hope in the lives of people, the authors take advantage of these positive emotions and embed them into the promotion. It also helps them diversify the visual context and intensify its persuasive power by injecting a little beauty into the text.

UNIVERSIDAD DE MÁLAGA

Figure 23. Some "Gallery" photos in the corpus of "Karpaty" resort website (1)

The photographs of this section also present a beautiful natural landscape near the resort during the wintertime (Figure 24). The place is represented as remote and isolated, untouched by people, where time is standing still (Dann 1996). Some of these pictures invite the viewers to virtually come there and stroll around. They propose the observers to take part in the scene of this unspoilt place after a snowfall. The most important aspects here are colours: white, green, and brown. White stands out in the scene and creates the outlines of the objects. The colours of nature, green together with grey, stick out the unblemished landscape. Mainly, brown is the colour of wood in the photos. Hence, the viewers see the blanket of snow, trees, and wooden constructions. Broun, which is natural, neutral colour (Fisher 2004), typically associated with the season of winter, represents simplicity and health in the pictures, as it is combined with green creating a palette to convey a concept of all natural and organic at this destination. The resort building is also a focal element in some of these pictures that is used to deliver the view on how it looks like in winter.

UNIVERSIDAD DE MÁLAGA

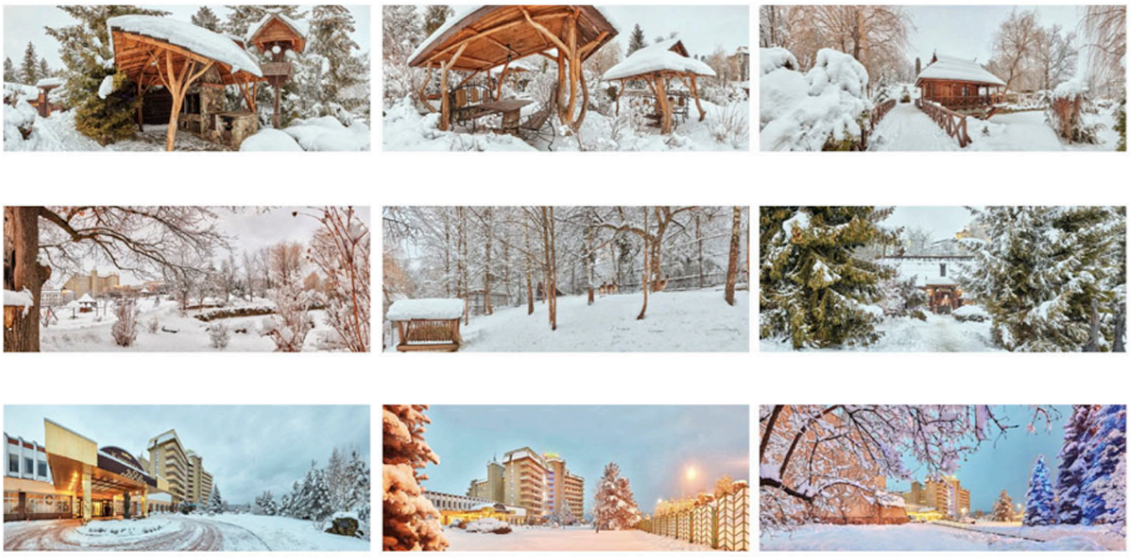

Figure 24. Some "Gallery" photos in the corpus of "Karpaty" resort website (2)

The surrounding area of the resort complex is represented with the photographs capturing the objects at daytime and at nighttime. The night pictures juxtapose with the daytime images to add variety to the visual content of the website. These images offer to explore and gaze upon the landscape from the ground and from the sky that is also an element of many-sidedness. The photographs create the feeling that nature is inviting to contemplate and explore the stunning landscape. Thus, the technique offers the visitors to escape highly ordered and stressful environments and find peace in this unspoiled nature that is different from their own reality (Dann 1996).

Overall, the themes such as treatment, pleasure, nature, culture, tradition, modernity, solitude, and entertainment are coherently presented in the visual content of the website for the viewers to perceive the destination as a place that possesses all potentials for contributing to health and wellbeing.

Audio-visual materials

Figures 25, 26, 27, 28, 29, 30, 31, 32 identify the meaningful segments of the videos presented on the website. They are temporal composition bricks. Moreover, they are also key frames extracted from the videos that build the visual tables of the contents of these audio-visuals.

UNIVERSIDAD DE MÁLAGA

The first video is located on the homepage, so it is easy for the target audience to find it (Figure 25). It forms part of the marketing materials and successfully captures the visitors' interest, being visible straight after the banner of the website. It is the only video made in English, thus targeting the English-speaking audience. The video packs in a great deal of information about the resort, switching rapidly between different scenes. It embraces all the themes highlighted in the photography and put them in motion. It efficiently demonstrates the promotional messages and grabs the viewer's attention with its fast pace and spectacular images.

UNIVERSIDAD DE MÁLAGA

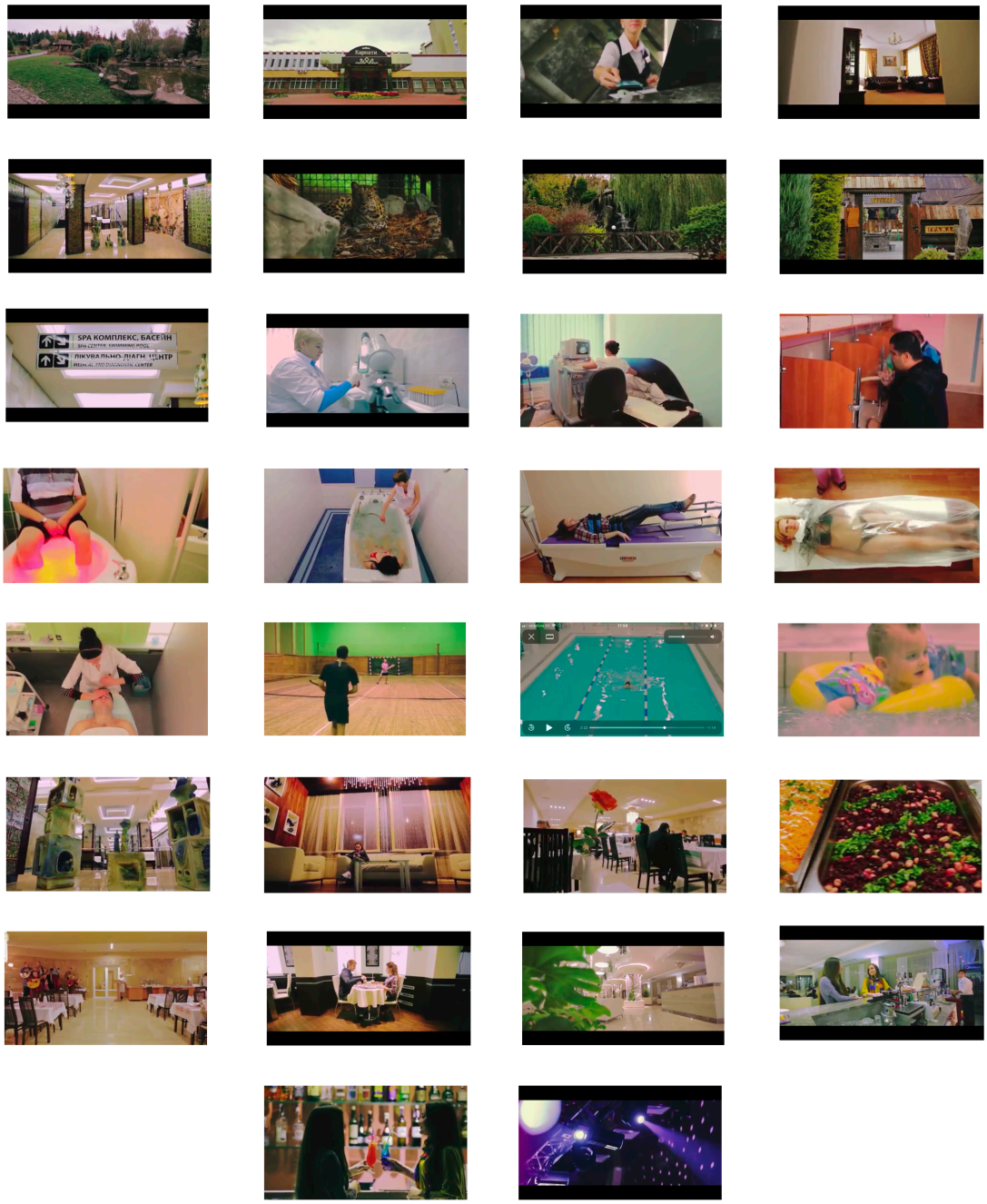

Figure 25. Key frames of the homepage introductory video in the corpus of "Karpaty" resort website

From a narrative point of view, the scene consists of a series of consecutive shots. The combination of visual elements together with audio elements highlights the resort unique features and activities and provides the guests with a view of the landscape around. At the beginning, this video makes excellent use of aerial perspectives, taking the viewers on a quick sweep of the resort's beautiful surroundings to grab their attention before closing in for the interior shots. The viewers get to see some very

UNIVERSIDAD DE MÁLAGA

effective drone footage of the resort and its green premises. The long shots suggest impersonal relations; and the subjects in these pictures are inviting to observe them from a distance. It helps the website create a strong image of a relaxing and peaceful place in their audience's mind. The video shows nice weather attributes. This visual message is supported and completed with the linguistic one: "It is good for any weather". This communication is directed to the viewers who are concerned about the weather conditions in that region.

The third frame features a demand segment of the video. The represented participant of this brick of information is a resort receptionist who addresses the viewer with a direct gaze and treats him or her as a newly arrived guest. This segment generates strong engagement between the receivers of the message and the represented participant. The viewers are invited to interact, as imaginary relation is established with them. It seems that the viewer virtually receives a resort key card that obviously grants the holder an access to facilities beyond the hotel room, such as the resort's surrounding green territory, diagnostic centre, rooms of medical and SPA procedures, sport centre, lobby, and restaurants. The following shots evoke a feeling of staying at the resort that helps the viewers see all these facilities including the amazing resort' ethnic restaurant, pool, lobby, medical and SPA equipment, and the performed services. This visual invitation message is supported with the linguistic one: "Welcome to the hotel and resort "Karpaty".

Most of the shots are displayed at a close and medium distance. At this distance, these facilities and services are shown only in part to evoke a feeling in the viewers that they can enjoy them physically. Moreover, the shots are taken at an eye level to engage and encourage the viewers to visualize the views of the interior to form an idea of what they can expect to enjoy at this institution. The people in these shots do not create any contact with the viewers; thus, this implies that the tourists are welcome to observe the events rather than interact with their participants. Visual content is the most important part of the video, which images are blended together in harmony allowing the viewers to see the whole resort complex in true lighting and the activities the potential guests can take part in.

The incorporated audio and speech components support the visual information of the video. The linguistic messages function as an anchorage to direct

UNIVERSIDAD DE MÁLAGA

the viewers through the signified of the shots, causing them to receive accompanying additional information.

Nouns are the main linguistic resource of the speech. They convey objective and practical information about the destination, describing the interior and exterior of the sanatorium. Moreover, the linguistic message features a high number of nouns referring to healthcare, creating the register of health tourism (Dann 2001). They are a highly specialized vocabulary and lexical collocations (Duran Muñoz 2011). The authors use these terminologies to describe the medical and wellness procedures, for example, "rehabilitation", "therapeutic effect", "hydrotherapy", etc. In order to successfully present a treatment, the speaker makes use of the terms for illnesses, such as "gastro-intestinal illnesses, chronic gastritis, spasms, prostatitis, hepatitis, colitis, cholecystitis, cystitis", etc. These spoken items serve as a source of credibility for the promotion of the health facilities.

A great number of verbs and positive descriptive adjectives are used, too. The used verbs are functional to the touring and wellness experience. The adjectives give beauty and distinction to the messages. For example, "beautiful", "comfortable", "breath-taking", "modern", etc. These positive adjectives highlight the qualities and values of the destination, triggering positive emotions and stimulating desires in the viewers. The messages are delivered in the present simple tense to convey the idea that everything visually depicted and verbally described is true and everlasting (Gotti 2008). Numerals are used to present the benefits of the resort and to show how big the resort is, as shown in the examples below that are taken from the audio material of the video:

"1000 km from the Truskavets city"

"50% of organic products"

"248 rooms"

"more than 23 therapeutic-diagnostic procedures"

The speaker invites the viewers to have a rest at this medical complex with the following slogan:

"This is an investment in your health"

The role of this slogan is to exert a kind of emotional manipulation on the potential tourists. The word "investment" is a powerful verbal item that stands for

UNIVERSIDAD DE MÁLAGA

achieving results. It is a promise that the promoters are trying to transmit. In this context, it helps in sending a message that putting money into this institution, buying the services, will make a profit for the health and wellbeing of the clients. This slogan is an effective call to action at the end of the video that prompts the viewers to arrive at a purchase decision and visit the resort.

The background music is slow and quiet; it makes the listeners feel relaxed. It is coherent with what is viewed and what is said. The promoters embed this kind of music to make a favourable impact on the viewers via its stress-reducing effects. The same outcomes are promised with the services visually and linguistically depicted in the video. The technique helps improve the information power by attracting the audience's attention and invoking a positive emotional response from them. The effect of the background music can also influence on the viewers' memory and create a sense of reality for them.

Therefore, this immersive video allows the viewers to visualise the resort before making a booking. The video is highly effective due to showcasing the resort's unique qualities in one video. It makes this place different from others and portrays it in a positive tone. It is engaging and memorable; it creates a sense of insurance, stability, and security in the viewers' minds regarding the place. The video effectively taps into their different emotions in relation to travel, relaxation, treatments, and getting a sense of luxury. It creates the resort' personality, enabling the promoters to connect with the viewers and earn their trust.

The following videos presented on the website are in Ukrainian and Russian. Figure 26 is the meaningful segments of the video that features clients' feedback. The focus of this video is the interviews with the customers that share their experiences of staying at the resort. The guests do not make any contact with the viewers, giving them a possibility to observe and receive this valuable information. In the video, they are the satisfied customers affirming the value of the services offered by "Karpaty" sanatorium. They reassure the viewers of the quality of the tourism product. This testimony technique projects a favourable destination image (Manca 2018) and has a very strong influence on the potential customers.

UNIVERSIDAD DE MÁLAGA

Figure 26. Key frames of the video interviews in the corpus of "Karpaty" resort website

By providing this video, the authors confirm the characteristics of the healthcare organization through these external opinions. It is clear that these happy customers give the reviews voluntarily, and the reviews are not paid endorsements. These individuals communicate that they have had a great time that makes the viewers imagine that they can have a good time, too. The testimonials show the prospective customers that the services really work like it was presented by the promoters on the website. The technique serves the purpose of instilling the viewers with confidence that the purchase they think to make is the right buying decision. This social proof is incredibly powerful at building more trust, authenticity, and customer loyalty (Spillinger & Parush 2012).

These video-based testimonials are impactful technique in the corpus. In general, video content is easier for many people to consume and allows them to process information faster. Video testimonials are considered as more trustworthy and authentic because they are harder to fake. Thus, the presented video testimonials are an effective tool for increasing the likelihood of a purchase. Moreover, the shots of these people generate emotional responses from the viewers. Some participants of the video smile, uncovering themes of pleasure and wellbeing. That is also an important point in persuading the audience.

The focus of the following video is on the medicinal waters that are available at the resort (Figure 27). This piece of information is in Ukrainian. The main represented participant is a chief doctor of the resort who acts as an authoritative figure (Cialdini

UNIVERSIDAD DE MÁLAGA

2001). He is also a narrator of the video, presenting the cures with mineral water drinking.

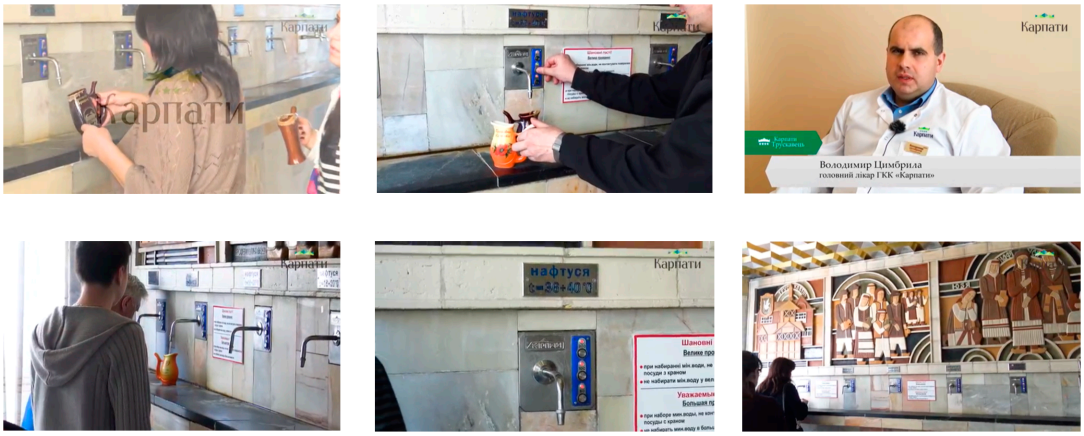

Figure 27. Key frames of the video on the mineral waters of "Karpaty" resort

The linguistic content is the most important part of this video; meanwhile, the visual information of the video supports the speech components. The doctor provides information on the healing effects of the waters explaining their physical and chemical properties. The combination of the visual elements together with the audio recording highlights the resort unique feature – the possession of its own pump-room of mineral waters with contactless heating elements.

The third frame features the demand segment of the video. The represented participant (i.e., doctor) of this brick of information addresses the viewers with a direct gaze and establishes the engagement and equal power relations between the doctor and the viewers. They are invited to interact, as imaginary relation is established with them. The doctor looks friendly and warm, meaning that the viewers can trust and feel comfortable with. Trust is a fundamental aspect of the patient-physician relationship. Commonly, patients' trust in their physicians is related to trusting the healthcare organization where the doctors are employed. Therefore, the technique serves to strengthen the connection between the viewers and the health resort complex.

Figure 28 is some meaningful segments of a movie-like video in Ukrainian that presents an explicit narrative framework (Dann 2011). It presents Truskavets, the city where the resort is situated. The video portrays the destination features and identity of the town, offers the prospective tourists to know more from it, and inspires to research

UNIVERSIDAD DE MÁLAGA

about this place before visiting it.

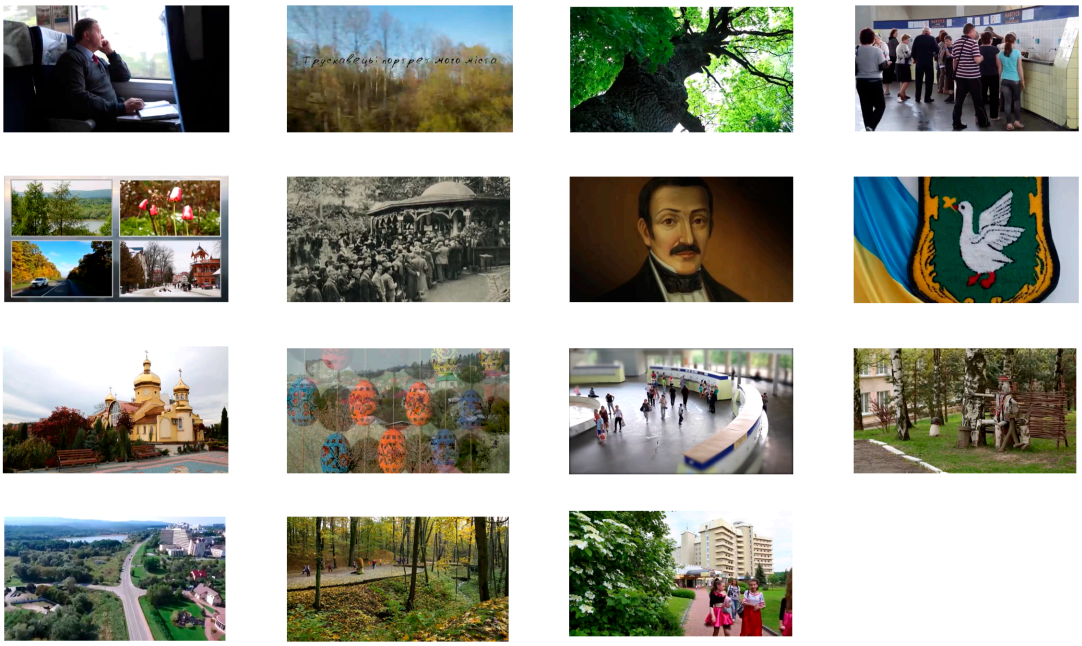

Figure 28. Key frames of the video "Portrait of my city" in the corpus of "Karpaty" resort website

The main represented participant is a man that introduces this amazing city to the viewers, expressing his feelings towards it. The story of this video is quite simple. It starts from a train station where the main character takes a train to Truscavets. Once he (the main character) arrives there, the viewers are introduced the features of the destination. The main one is its nature. According to the visual context of the video, the city of Truskavets is a cosy and pure ecological zone with its generous variety of terrestrial and subterranean underground riches, and nature in this city is attractive during the four seasons of a year. In addition to the green landscape, the historical unique architectures, culture, and heritage sights are beautifully picturized in the audio-visual. These elements are the authentic aspects of the destination presented very uniquely and lively, without any negative image of the destination (Dann 1996). The presentation of them was very interestingly and appealingly set. The narratives are compelling and entertaining. The main goal of the video is to guide the viewers through these city attractions to "Karpaty" hotel and resort.

The video is a complete story that has a beginning, middle and end pattern. The

UNIVERSIDAD DE MÁLAGA

uniqueness, popularity, distinctiveness, and authenticity of the place trigger and create the inner desire of visiting it. Therefore, it is an interesting and attractive presentation of the features of the destination.

On the website, a particular attention is paid to the ecological food from the resort's own farm and a variety of dishes corresponding to the different types of therapeutic diets. The following video introduces the resort farm, which is huge and amazing (Figure 29). It is also a movie-like video in Ukrainian that features a complete story with its organizational framework.

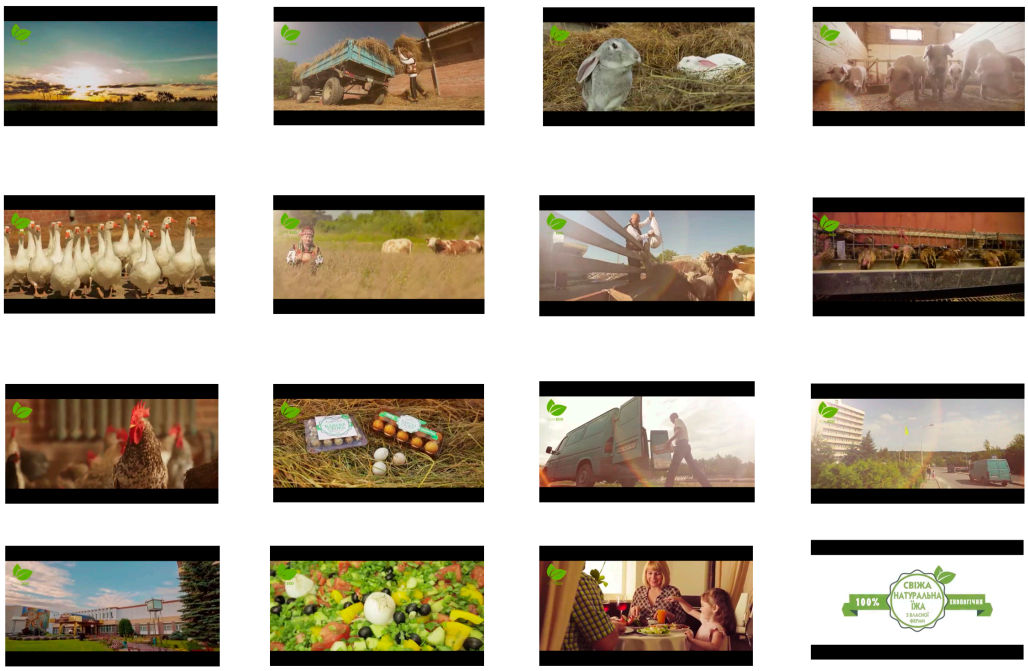

Figure 29. Key frames of the video "Organic food" in the corpus of "Karpaty" resort website

The plot is supported with a narrative that informs the viewers that the food products are special at "Karpaty" resort, as they are sourced from its own farm. According to the video material, the significant part of the food the resort offers is naturally grown; it is ecological and clean. Moreover, the resort guarantees the food quality. It leads to the assumption that the authors highlight this point with an intention to create an expectation for the audience that they could have several opportunities to taste food made from naturally grown ingredients.

UNIVERSIDAD DE MÁLAGA

Nowadays, consumers are increasingly concerned about the effects of the chemicals that are found in food. Public's belief is that organic food is healthier compared to the conventional ones. This idea is reflected in the plot of the video. The food products of the resort are produced, prepared, and processed without the use of any dangerous chemicals; all the practices are natural and thus do not harm the consumers. Instead, the use of natural techniques helps in producing tastier and healthier food products. Therefore, the depicted ecological foodstuff means better nourishment for a healthy living. The viewers get a good feel of what the resort has to offer. These expectations around the health benefits of organic food are among the strongest motivations for the viewers to book healthcare services from this organization.

Most of the shots are displayed at a close and medium distance. It seems that the viewers can virtually enter the represented space and make sure that the information provided is true. By projecting the shots of food at close distance, within the viewer's reach and at eye level, the marketers create an impression that they can enjoy it right now. The final shot features the image of a quality label that evokes a feeling that the video is sealed for being authenticated and formalized. This authoritative figure serves as a good technique to engage the consumers and a strong way to build trust in them (Cialdini 2001).

The main represented participant of the next video is Miss Ukraine 2011 (Figure 30). She gives an interview within the territory of "Karpaty" resort; the interview is in the official language of Ukraine. The main character expresses her positive feelings of staying at the resort complex that reassures the viewers of the quality of the services.

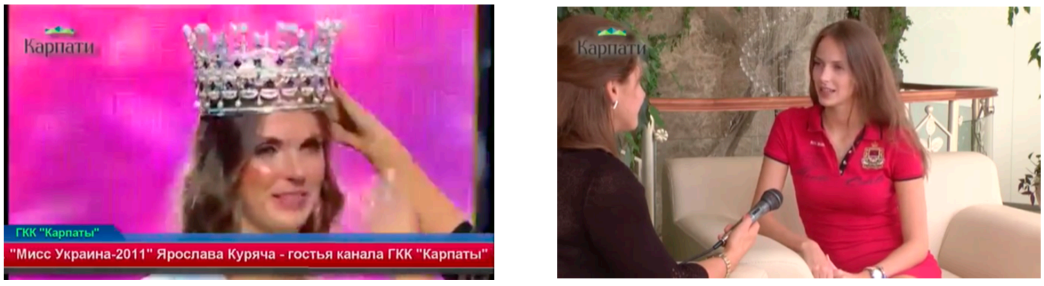

Figure 30. Key frames of the video interview with Miss Ukraine 2011 Yaroslava Kuryacha in the corpus of "Karpaty" resort website

UNIVERSIDAD DE MÁLAGA

These materials are designed to inspire trust and confidence by illustrating a real customer's experience (Cerutti & Piva 2016). Furthermore, the use of the celebrity endorsement adds additional credibility (Cialdini 2001) and glamour to this institution. This high-impact technique grabs attention immediately and works as a trust indicator in the promotion.

The authors demonstrate their creativity by providing an interactive map video (Figure 31). It is also a spectacular way to present the resort. This map visualizes the location of the resort complex and the amenities inside the "Karpaty" resort's limits. Each location hotspot on the map corresponds to the accompanying footage of the place. In this way, the marketers interestingly highlight the resort's beautiful surroundings and the services it provides. The video creates a euphoric atmosphere by introducing these key attributes of the resort.

UNIVERSIDAD DE MÁLAGA

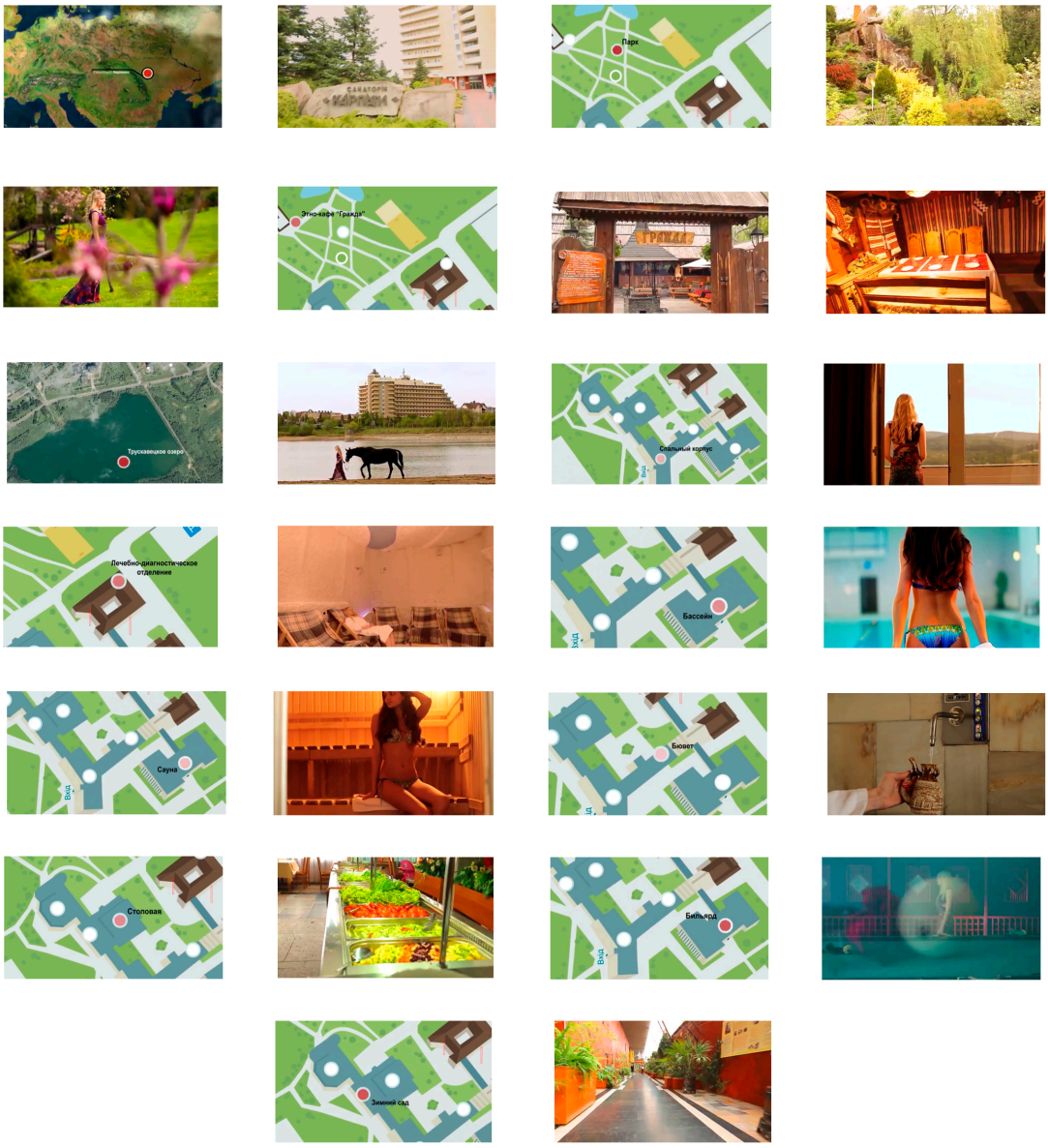

Figure 31. Key frames of the video "Interactive map of 'Karpaty' resort"

There are no speech components that support the visual information of the video. The incorporated audio in the form of background music helps improve information power by attracting the audiences' attention and invoking emotional response. In addition, the effect of the background music creates a sense of reality for the viewers.

Finally, the authors present a video of a Russian TV programme that visits different travel destinations and demonstrates their local lodging, cuisine, and attractions (Figure 32). This time, the programme producers stop at "Karpaty" resort to capture the attractions of this place. The video may influence the viewers positively, as

UNIVERSIDAD DE MÁLAGA

this programme is popular and entertaining. In this case, it can help reach the audience in a way that consumers know and trust.

Figure 32. Key frames of the video programme *"Життя в Задоволення* (*Enjoy a Good Life*)" in the corpus of "Karpaty" resort website

The promotional videos presented on the website enable the viewers to visualize, fantasize, and dream about "Karpaty" health destination. They are an influential source of information. Moreover, the videos manifest emotional content, more easily imitate the reality, and propose a bigger prospect of entertainment compared with the verbal texts and photographs of the website (Zakharova 2021b).

Interactive map

The visitors are offered an interactive map to virtually explore the health resort (Figure 33). The map visualizes the buildings and premises of "Karpaty" sanatorium. It is an image with hotspots where a hotspot is a location on the map that responds when the mouse moves over it. When the mouse is over a hotspot, a text appears next to it.

This data-driven graphic can be manipulated without triggering a page load. It helps keep the audience engaged, demonstrating all relevant information on the points of interest within the resort, such as the outdoor pools, parks, SPA-centres, hotel building, restaurants, parking space, etc. These locations are connected to the actual images of the destination with their descriptions that will appear in tooltips. The map

UNIVERSIDAD DE MÁLAGA

with these layers of information assists the would-be clients in finding the positions of these places within the complex.

Figure 33. Interactive map of "Karpaty" sanatorium

It is very easy to explore the map, as the viewers do not have to click and press the back button over and over to see the content. The text labels are added without the viewers having to click around to explore what is hidden. The primary purpose of this interactive tool is to make the complex information understandable and easy to analyse. This type of visualisation is useful for the resort complex, as the place covers a large area and there are much data to present regarding the territory of "Karpaty" resort.

This simple illustrated map does a good job of conveying the information that is important for the would-be guests. The visualising data give a quick summary and overview of the place. The destination is shown in context, giving the audience a real sense of the place and perspective. It is a pleasant experience for them that can be converted in an entire trip on the website, giving the addressees a sense of being there (Zakharova 2020b). In this way, the viewers become familiar with this place that may increase their willingness to visit the resort complex for real.

UNIVERSIDAD DE MÁLAGA

Webcams

The website incorporates online webcams, dedicating an entire page for these visual imageries. They display some spots in Truskavets, the city where "Karpaty" resort complex is located. The viewers can visit this place online and enjoy Independence Square and the Buvet area. These two street-level webcams are video cameras that stream video in real time offering the views of these places. Thus, the cams give the views of current happenings and events, taking place in those spots. They feature the local time and names of the areas where the cameras are located and provide live aerial views of these important places of Truskavets to the world 24 hours a day. Their high resolution allows capturing the surroundings in good quality.

The first webcam overlooks the main square of Truskavets – Independence Square (Figure 34). This HD (high definition) webcam is situated at one end of the Adamivka central park, the glimpse of which is featured in the background. It is one of the busiest spots of the city, which can be seen in real time. Incorporating these visual imageries into the website, the promoters transmit an idea that this central part of Truskavets is worth coming because it is the main area of the city where all public events, festivals, and concerts, as well as meetings and marches are held. Through this camera, the viewers not only get to see all these cultural events live (usually held on the weekends and holidays), but also acquire the awareness of how the city centre looks like.

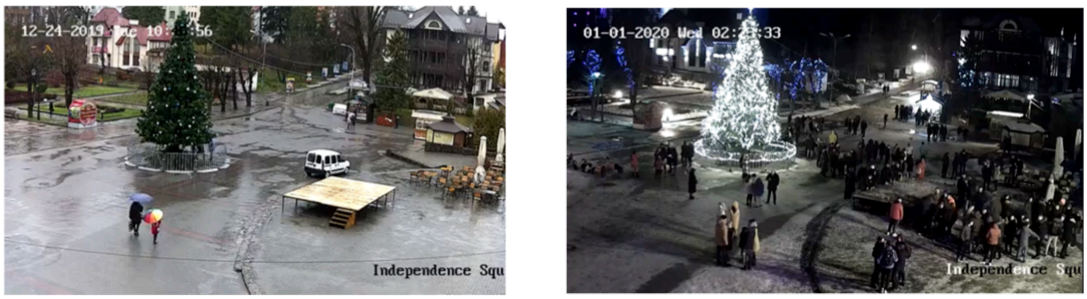

Figure 34. Two shots of the video streaming by the webcam on Independence Square in Truskavets in the corpus of "Karpaty" resort website

The second webcam takes the viewers on a virtual tour of the most visited spot in Truskavets – the Lower Buvette, where the tourists are provided with pump facilities (Figure 35). The gist of treatment in Truskavets is taking mineral waters, and this spot is

UNIVERSIDAD DE MÁLAGA

considered to be the main one for these services. It is located in the heart of the city on Torosevicha Street. Obviously, it is interesting for those who are interested in this kind of treatment to observe what the place looks like before visiting it. Moreover, the building in which the Lower Buvette is located is included in the list of sights of the city. The Lower Buvette is visited not only for drinking mineral water, but also for just walking, listening to birds, observing the local representatives of the park fauna, including hedgehogs, squirrels, pigeons, etc. The webcam almost completely covers the object, showing not only the area for tourists seeking treatments, but also a small part of the surrounding green area. Thus, the website visitors can watch live the activities in the beautiful city centre of Truskavets.

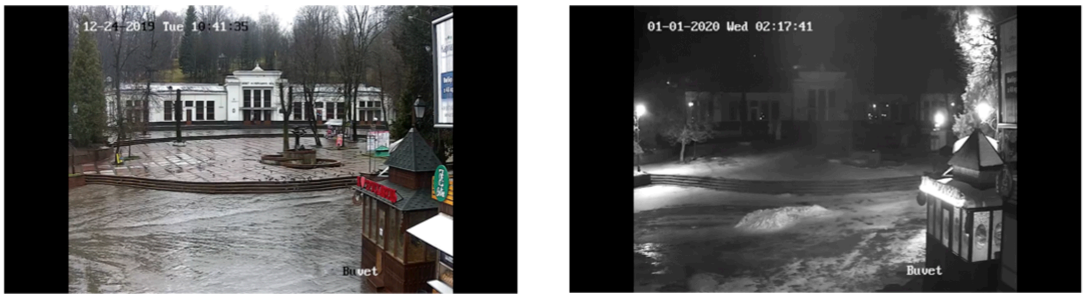

Figure 35. Two shots of the video streaming by the webcam on the Buvet in Truskavets in the corpus of "Karpaty" resort website

By clicking on the webcams, the target audience can go from any place in the world to Truskavets. The audience are given the opportunity to travel live online and discover these special places, which are situated next to "Karpaty" sanatorium. The live webcams keep the viewers interested, as they create an authentic and meaningful content (Dann 1996), providing a passive interaction with the would-be guests and maintaining and building a relationship with them. The real-time views of the webcams give a virtual avenue for the users to be there from far away and to dream of their future visit. With the webcams, the travellers are always up to date with the latest weather information out of that region. Therefore, this virtual travel to the Truskavets tourist attractions is a smart technique to invite the target audience to visit the location (Zakharova 2020b). The webcams are also authoritative figures that entice the potential travellers and lure them to book the services of the resort (Cialdini 2001).

UNIVERSIDAD DE MÁLAGA

Google maps

The website provides the web mapping service developed by Google (Figure 36). Google Maps is a versatile tool with interactive zooming and panning, location details, satellite views, and 360-degree street level panoramas. The tool is quick and easy to handle, and its interface is regularly updated with new features.

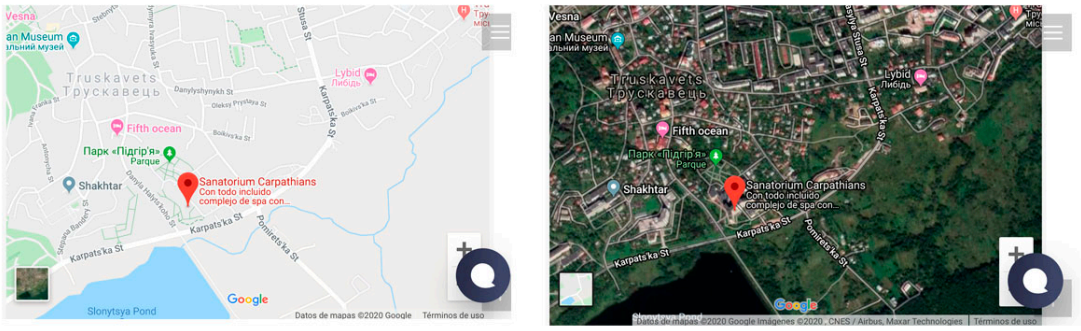

Figure 36. Images of Goggle Maps in "Karpaty" sanatorium website

Embedded Google Map into the website offers the visitors many benefits. It is a simple manner to help them easily find the direction to the location and build a route to the spot right on the webpage, as the map includes a pin dropped at the address of the resort. They can also navigate the area for more general overviews of the neighbourhood. Thus, the map is also useful to highlight the nearby points of interest, such as the parks, lakes, rivers, restaurants, etc. It allows the visitors to see where each point is, making it easier to plan their trip.

The virtual map can be displayed as a map view image or a street view image (i.e., terrain or earth views). The authors include the street view picture of the location to help the viewers see what the location will look like if they arrive. They get a first impression of it through the pictures and street views. This might be also helpful for orientation when visiting the place in real life.

By adding the map into the website, the promoters save the clients' steps of opening maps in another window and copying over the address. They can simply click on the map pin and get the direction. This makes it easy for the viewers to access the information right when they need it, keeping them on the website. Whatever they want

UNIVERSIDAD DE MÁLAGA

to know about the destination, they can find it in the map while remaining on the website instead of leaving for the Google site.

Furthermore, the virtual map service increases confidence in the audience by demonstrating the details about the resort's physical presence. The authors assure the would-be clients that this place is reliable. Moreover, the map gives an air of tech savviness and professionalism to the website. By using Google Maps, the resort presents itself in the best way, and this technique can be considered as a powerful tool for online tourism marketing (Zakharova 2020b).

4.1.3.4. Sonic types and signifiers

Background music and sounds are not implemented on the website, and there is a reason for that. Embedding audio on websites is not recommended, as many users find sound intrusive, annoying, and embarrassing (Tsang 2007). Firstly, the users visiting the website might be at work and should not really surf on the Internet while at work. In this case, music playing suddenly could blow their cover. Audio distractions are inappropriate in offices, as background noise or music can be disruptive to those companies' environments and might even get someone in trouble. Therefore, music or unique sound effects are viewed in a negative manner; they are considered out of place with the users of websites. The viewers first reaction might be to quickly close the website and move on.

On the other hand, users may not like a selected music. Everyone has different tastes in music: what some people consider ambient and pleasant, others may find to be annoying music. Moreover, there are many other negative aspects in applying audio onto a website. It is irritating to turn off the music when the clients have limited time to surf. Having music playing in the background can interrupt whatever is currently coming through the users' speakers. Many people use their computers as media stations that play music and video. The sound will cut off when the guests click around. And finally, having music playing can decrease the performance of any website.

Users mainly want to have full control without trying to find the stop button on the music player embedded somewhere on websites. These issues make the users experience poor during their visit; consequently, they will also make them less inclined to visit the site again.

UNIVERSIDAD DE MÁLAGA

Nevertheless, audio is a key component of the successful videos of the website. The reason is that all the videos require an action from the users to play it. The users have control to pause and stop it, which makes the experience less threatening. The videos of the website make use of audio, and it helps tell a story, create a sense of reality, and make a selling point.

4.1.3.5. Layout and design signifiers

The design of the website has a standard layout that follows the patterns defined by large websites as users basically like consistency. Focusing on the global view of the pages forming the website, it is easy to notice that the pages are similarly laid out and there is a logical progression to how the visitors navigate the site. This standard and consistent design throughout the site is strategically used to attribute the most salience to the main elements, positioned as novelty. Such a familiar layout keeps the users on the site because it makes important information easily accessible and intuitive to find. Hence, there is a strong relationship between the layout and the engagement of the users with the website.

There is a coherent balance of power among the elements making up the website layout. The elements are easily scannable within the layout. The designers visually prioritize the key elements: the most important information is the biggest on the pages and demands the most attention. Visual tension is also established through colour contrasts and graphics that contribute to the website's design. The different shades of green, which are interwoven in a perfect overall balance, strain the viewers' attention by focusing it on the key points of the website. These colours function as an organizational tool as well as a branding tool in the design. White space, or negative space, is also a tool here to draw attention to the most important elements. The website presents standard visual cues, such as shapes and highlights, to help the users determine clickability, so that the viewers understand that an element is a button.

The homepage layout steers the visitors' focus to the sections that the authors want them to pay attention to. The core element of the homepage layout is five big rotating photos that are impressive and hold a high visual value. They are used to introduce the visitors to the website content. This layout has an opportunity to create a strong first impression and encourages the users' interaction.

UNIVERSIDAD DE MÁLAGA

The site has a clear and simple navigation. The navigation bar is placed in a prominent location, so it is easy to find. The visitors always have a way to access the content they need, as the designers provide a static menu that follows the users as they scroll down. It serves as a roadmap to the interior of the website and presents white verbal elements against a turquoise background. Each menu item works as a jumping point to the pages of the website that help the users learn more and convert. The authors keep the page titles short and descriptive. The submenus are used to drive the visitors even deeper down the website. Hence, the users are guided to the information they are seeking in the fewest clicks.

The designers also engage the viewers by figuring out where to take the next step. The viewers are directed to discover information on the location of the resort, rest, treatments, accommodations, nutrition, and other services at this institution; to view the customer testimonials, related articles on the latest news, and prices with special offers. These contents are clear and concise. The goal of this information is to convince the visitors to stay longer to further investigate what is offered. These messages are illustrated through images, written text, and videos that guide the users towards conversion. Creating coherence between these elements, the authors organise them into a meaningful whole.

The website is abundant with photographs. The verbal texts are compact and fulfil the accompanying functions of description and commentary. The videos are used to demonstrate the experiences in action. These channels create and manage a wealth of information and meaning potential on the website, delivering messages, communicating emotion, and setting a mood. The components within each section come together providing complete information on the topic of a category. The viewers have to scroll down to learn more.

There is a strong visual hierarchy in the written texts that makes the difference to the website layout design. The authors use headings and subheadings, bold important words and phrases, write them in letters of different sizes and colours, group small amounts of related information visually, use bulleted lists frequently. Simple links are placed under the verbal pieces of information that make it easy to learn more.

Furthermore, the website makes liberal use of white negative space (i.e., space that is devoid of any elements) to highlight the verbal and visual components. The visual force of these elements is induced through this white space. The negative space

UNIVERSIDAD DE MÁLAGA

drives the attention towards the elements and let them outweigh the rest. Therefore, the viewers perceive the visual weight of the objects on the website. However, the images carry a stronger visual force that directs the eyes to them.

Focusing on the global view of the website, it is noticeable that it provides a meaning path through the sections of the site that guides the viewers to acting, the main goal of the website. The site presents call-to-action areas and buttons, namely, the contact details section and online booking form. They are the most important element of the website, and all the efforts of the promoters are focused on getting the viewers to click through.

The focal points such as the images, headings, videos, call-to-action buttons integrate into the website layout to become the biggest points of interest that capture the user's attention. They can trigger the users' behaviours that will lead to completing the goal of the promotion.

In addition, the site presents a secondary content that is not important enough to highlight it but is still crucial to convincing the users to become guests or loyal followers. For example, symbols identifying different online social networks. Moreover, there is an additional content, such as the related articles and the advertisements of the extra services that could be useful for those who are going to visit the resort. These elements present a "nice-to-have" information, but it is not critical in making the website effective and creating a strong first impression.

The elements that make up the layout are supporting one another so that the users follow the path that leads to bookings. Therefore, such a composition does not only organise the information, but it also creates additional meaning through placing the components and managing the interaction between them. Engaging the users with this effective layout is the first step in the persuasive process on the website that can be a rewarding effort for the promoters.

4.1.3.6. Cross-modal analysis

To precisely feature the resort's amenities and services, the website presents a complex compositional structure. Although in the previous sections the verbal and non-verbal modes of the site are analyzed separately as discrete elements, in fact the website

UNIVERSIDAD DE MÁLAGA

is an integrated text as there is a cohesion between its linguistic, visual, and aural components. Even though each mode possesses its own affordance, the modes appear accompanying one another to enhance the meaning of each of them. The internal links that exist between the elements of the website are very important, as the fusion of the modes contributes to the whole message (Kress & Jewitt 2003), making the promotion powerful.

The website serves as a semiotic space in which the verbal and visual modes of the promotion are interconnected to deliver information and fulfil the goal of the website. The visual design carries a strong visual force that directs the eyes of the viewers to the photographs. Nevertheless, they transmit the maximum meaning-making potential when co-occurring and interplaying with the verbal mode. The authors provide relevant photographic context that coincide with and reinforce the linguistic one to enable the readers to understand the implied meanings.

For example, in Figure 37, the piece of information is divided into two parts. The iconic message, which is situated above, takes up 1/2 of the composition; while below, we have the verbal message that contains descriptive information. The composition presents correspondence between the visual and verbal modes, as the visual characteristics of the depicted place coincide with their verbal description given next to the picture. The three dimensions of the promoted qualities of the destination, namely, a lakeside location, a healthcare establishment, and health through nature, are visually represented side by side with their verbal counterparts in two close frames. The features of the picture are verbally reinforced with descriptive adjectives, for example: “beautiful lake”, “striking beauty”, “endless expanses”, “wonderful world”, “unique gift of nature”, “magical powers”, “well-deserved place”, etc.

UNIVERSIDAD DE MÁLAGA

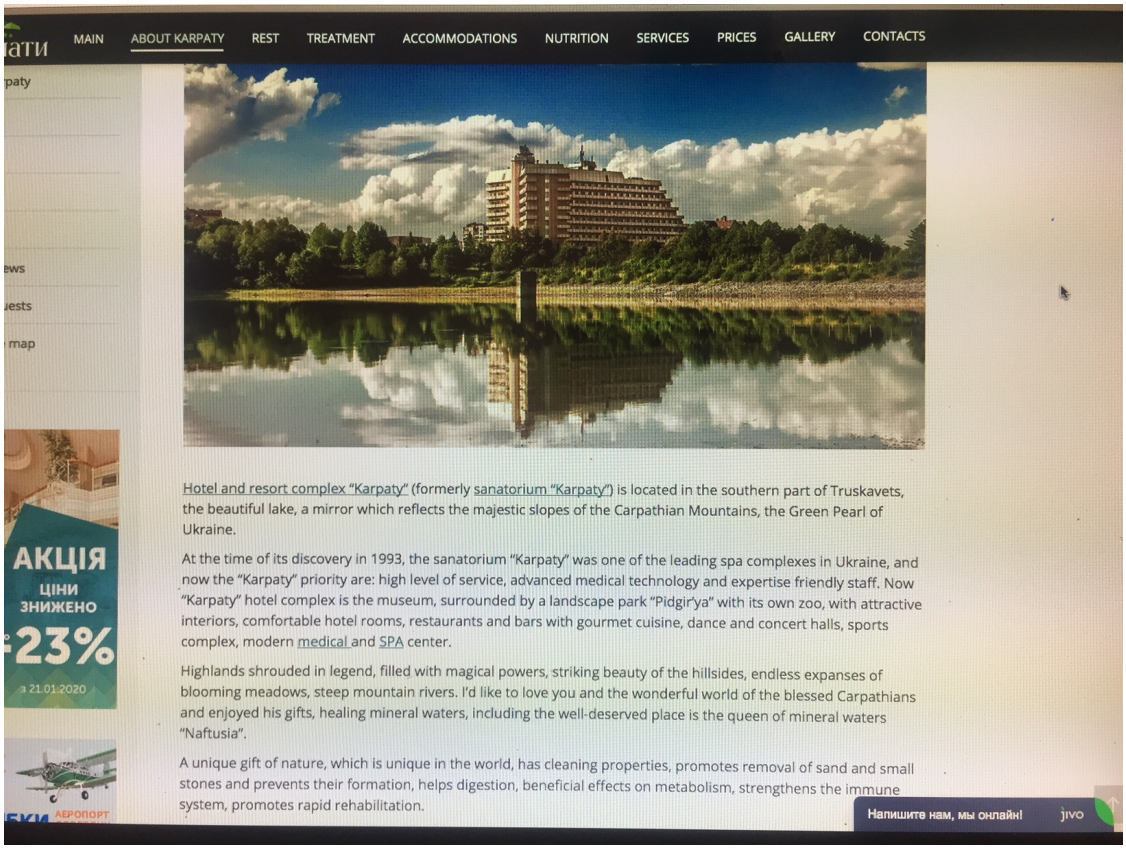

Figure 37. Space of verbal and non-verbal integration in the corpus of "Karpaty" resort website

Therefore, there is a parallel structure that realizes the similarity across the image and the accompanying verbal information (Liu & O' Halloran 2009). Due to this, this multisemiotic piece of text clearly demonstrates the complex structure of the meaning-making process on the website. This structure tries to reproduce the reality in all its exactness. Moreover, the emotional message resides at both the verbal and nonverbal levels of this section. Emotional communication is essential for successful promotion.

The parallel transitivity patterns in the related verbal and non-verbal elements of the website are used throughout the site to help establish intersemiotic cohesive links between the verbal and visual modes. The technique reinforces the messages of the authors whose aim is to set the resort apart from the others. The intersemiotic translation or transmutation (Jakobson 2001: 139, cited in Zantides 2014) of these elements, in turn, helps the users obtain precise information on the resort's amenities and services that can convert them into the guests.

Taking into consideration the colour mode of the website, it goes in line with the themes of the verbal and pictorial promotional modes. The harmony is achieved with

UNIVERSIDAD DE MÁLAGA

the predominant use of natural colours. The shades of brown, green, and blue are deployed to influence wellbeing and stimulate positive emotional responses in the readers towards the health resort (Fisher 2004). Resultantly, the information is ably wrapped with these influential elements to make the promotion of the healthcare services more effective.

Another contribution to the promotion of this resort is made with the fusion of the images of happy and smiling people and the verbal pieces of the promotional text presenting the therapies. No matter whether the represented participants in the images are the guests or the hosts, the correlation of the verbal and non-verbal elements assists in delivering the message that this institution is definitely the place where tourists can find solutions to their health problems. The images of happy-looking people transmit the promise for the potential tourists who look for a rest and treatment. Meanwhile, the verbal mode delivers practical meanings on how the treatments are realized and what positive outcomes they generate. As a result, the cohesion between the two different modes enhances the persuasive power of the corpus.

4.1.4. Embedded point(s) of view or "voice" and implied audience(s) and purposes.

By means of various voices, the authors project the image of the resort to the audience. The authoritative voice of the website is "Karpaty" resort, but it is not a limited point of view. The website's corpus also introduces the voices of external parties: the feedbacks of the resort's clients and technological tools such as live webcams and Google Maps. These components legitimize the presented points of view. The users will know the opinions of the resort's clients and get data from additional sources that can be considered as the donators or supporters of the website. The points of view and voices are very manifest, they reside in the many aspects of the website (e.g., textual, visual, design elements, etc.). For example: using the first person singular or plural voice in the text, adopting subjective and objective camera positions in the images. In the corpus, the presented points of view easily add up to one dominant and unified point of view.

With the help of these different voices, "Karpaty" resort is represented as a place where the customers can improve their health, as an "escape" destination, distinct,

UNIVERSIDAD DE MÁLAGA

and different from the world that the readers of the website live in. In addition, the nature of the points of view adds sub-textual meanings to the content. These meanings embody the markers of openness and friendship, reveal the characteristics of authenticity and uniqueness (Dann 1996).

The website is communicating in the first-person point of view. The reference "we" points forward to the resort itself. The first-person narrators try to convince the users by providing information from their point of view. The benefit of the first person narration is that the narrators share the persuasive information with the readers who are targeted with the pronoun "you" so that the readers feel that they are a part of the story. As for the visual elements of the website, most of the images invite the viewers to participate in this content, too.

For the users to comprehend and accept the messages and change their opinion towards what is promoted, the authors create an imagined interpersonal relationship with the addressees by directly communicating with them using the exophoric reference "you" and other exophoric references that the users are expected to make sense of, for example, "traveller", "children", "guests", and "visitor", "families with small children". The discursive analysis of the utilised pronouns revealed that these references occur frequently, referring to the readers who exist outside the text. The use of the personal pronoun "you" and the corresponding possessive adjective "your" continually addresses the readers, drawing them into the text (Manca 2018). The website of the resort is not concerned with anything other than its users.

In addition, the website sets up connections between some types of tourists and the types of the services depicted on it. There are sections for specific audiences. As the most important advantage of the complex is its powerful medical base, the readers are targeted according to a treatment they need. By providing the list of diseases, the resort addresses those people who are seeking a cure for one of them. By providing SPA activities, the resort targets people seeking relaxation. The readers with these personal needs can access the section they are interested in and find the solutions offered by the resort. The accompanying visual elements help precisely illustrate the verbally depicted services.

According to the information on the website, the resort provides a number of facilities for families with small children. In the text, a great emphasis is made on this aspect with the help of verbal messages and photos targeting this kind of audience. The

UNIVERSIDAD DE MÁLAGA

entertainment and extreme activities are illustrated quite differently from the previously discussed ones. Some sections of the website imply that the resort is a destination for those who intend to spend their free time actively. In these sections, most of the pictures portray the groups of young people engaged and actively participating in the activities. The promotion of these activities is directed to the younger market.

The promotional communication targets both male and female audiences. Both are considered to have medical needs. The authors pay much attention to the fact that women are more involved in the holiday decision-making process and, thus, provide expanded information about the destination. Women are more reserved with their decisions and gather as much information as possible before making decisions (Kim *et al.* 2007). They usually collect information in advance and then pick several alternatives from which the joint decision can be made with a group. For this reason, the website provides the section "Karpaty is the first in the list of the best sanatoriums of Truskavets" and the section "Benefits" with the linguistic and visual arguments (i.e., messages) of being the best organization. Moreover, the section "Benefits" contains the slogan "Two times better sanatorium of Truskavets, Morshyn, Skhidnytsia!" to exert a kind of emotional manipulation on the potential tourists by encoding a clear message within this slogan.

The factors such as security, reliability, culture elements depicted on the website are very important and attractive for the female audience. These issues are typical for a female-targeted promotion (White 2003). They are likely to choose this destination based on these attributes. On the other hand, the action-adventure and sporting activities available on the website are very attractive for a young male audience; however, these sections address both genders. Throughout the sample, most of leisure images featured females, and they are used to influence decisions of the male audience (Pritchard 2007, Zakharova 2020a).

As the communication is available in different languages (i.e., the users can choose the language of their preference), the website targets both the inbound and local audiences. The promotional text addresses the local would-be clients with Ukrainian and Russian; meanwhile, the foreign visitors are addressed with English and Polish. English is the language of international tourism worldwide; it has a power to reach out to all countries and populations. The wider the communication gets, the more potential foreign customers can be persuaded to buy these services. It is also important to point

UNIVERSIDAD DE MÁLAGA

out that amid the COVID-19 outbreak, this institution establishes post-COVID assessment and treatment services for patients experiencing long-term health effects following COVID-19 infection, thus addressing this kind of audience.

By targeting the would-be clients based on gender and their personal needs, the website ensures that all their visitors can find what they are looking for straight away by providing such a wide range of activities. Thus, the variety of the offered services aids the promoters in reaching a wider audience. It means that the authors have a goal and this goal is to get all the readers interested in booking the resort's services through conveying the persuasive messages.

The purpose of the website is explicitly stated, it is also indirectly derived from the voices of the external parties. The authors carefully construct the messages for the readers to comprehend them and develop a positive attitude towards the destination. The messages are the persuasive solutions for those who are seeking for a rest contributing to their health improvement. The website offerings, feedback areas, technological tools together with their expressed points of view hold indications of the expected behaviours in the users, such as being convinced and, consequently, purchasing the services.

4.1.5. Analysis of dynamic information organization and spatial priming strategies

From a structural point of view, the website is well organized for an excellent user experience. The information architecture of the site has a direct connection with its navigation. The content on the site is successfully grouped and linked to help the users understand the relationship between individual pages and navigate from one page to another. There are different user interface elements and patterns that aid the visitors in finding information and the functionality of the website and encourage them to take the desirable action. To identify the displayed interactive signs, the guests need to move the cursor around the pages and see when its shape changes into either a hand or a vertical bar. The website navigation components include a navigation menu, signs, contextual links, and images.

The well-structured homepage acts as a navigation hub for the users, as the most valuable pages are linked to it. By doing this, the website's designers improve

UNIVERSIDAD DE MÁLAGA

findability; therefore, the visitors are more likely to access the most relevant content quickly.

The top header, which is located above the banner of the website, contains five interactive components: the logo, social-media icons, language buttons, a booking icon, and a menu bar. The clearly visible logo is the website title. Through a click, it always redirects to the homepage of the website. The top right section of the header presents four round shapes containing symbols that identify four different online social networks, namely, Facebook, Instagram, YouTube, and TripAdvisor. Each social network logo is represented through its typical symbol, while their colours comply with the colour palette used in the header. By clicking the icons, the users can access the resort's profile pages on the related social networking websites. Thus, the visitors have an opportunity to follow updates using these links.

The site is multilingual and displays language labels, allowing navigation by the foreign users. The language buttons are incorporated on the top right side of the fixed header, just next to the social-media icons. The visitors can choose the language of their preference from four options (i.e., UA, RU, EN, PL).

On the upper right end of the header, a ribbon-shaped interactive sign with a green background and white typed "BOOK NOW" can be clicked and a pop-up window opens, providing an online booking form to fill in.

The main interactive component is a navigational menu bar, which is a horizontal list of links and where the authors categorize the information to easily find it. The visitors can instantly grasp what is written about and offered on the site due to 10 interactive menu signs, indicative of the titles of 10 different pages of the website. The navigation bar lists the main topics of the site, such as "Main", "About Karpaty", "Rest", "Treatment", "Accommodations", "Nutrition", "Services", "Prices", "Gallery", and "Contacts". These categories point the users to the most relevant information of the website. Moreover, the menu presents a hierarchical model that shows the information hierarchy from the main elements to their sub-categories. The menu bar contains global navigation options and enables the users to get to the main sections and their sub-sections from every location, as it is available on all the pages.

Just below the header, there is a big and dynamic homepage banner that is the main imagery of the homepage. The banner presents 5 still images, loop sliding from

UNIVERSIDAD DE MÁLAGA

the right to the left. At the extreme left and right ends of the banner, two other interactive signs are represented by two arrow-shapes: the left one pointing to the left and the right pointing to the right. By clicking the arrows, the images on the banner scroll further in the opposite direction than indicated by the arrow; so, by clicking the left-end arrow, the images in the banner scroll from the left to the right, allowing new images to appear from the left end of the banner; vice versa, by clicking the right-end arrow, the images scroll to the left at a faster pace than the one they have in the dynamic banner, thus allowing new images to appear faster from the right end of the banner. The banner appears in a very salient position, at eye's level, and is further made salient by its dynamism and the colour palette of the images.

On the other hand, there are contextual internal links within the texts on the website. Below the header and just after the banner on the homepage, there is the main content area presenting a superficial richness and multiplicity. It is core information that displays a multimodal corpus combining images, writing, and a video. It redirects the readers to breath-taking pictures and videos and not long texts full of specific information. The slow sequence of images creates dynamism and gives the viewers an impression of visiting and exploring the destination. This content is presented with a hierarchical organization, thus indicating what material requires attention first.

The internal links within the pages refer to other pages and represent a contextual navigation within the website. The hypertextual links invite interactivity on the website, they ask the users to act upon the digital text to access further texts on the other pages (Francesconi 2014). The interactive elements, such as images, titles, underlined and differently coloured words, direct the users to the related pieces of information. For instance, some connected information is mentioned on the several pages across the website, so the authors link it by introducing the word "More" to redirect the readers to the additional corresponding information. In this case, the word "More" is meant to encourage the users to read further. The linking pictures have the same function; they redirect the viewers to the internal pages, in which the descriptions and additional pictures are provided. All these linking elements lead the users to a new text on the same window; by clicking on them, they abandon the current page and need to click the back arrow to go back to the previous page.

On the homepage, the section "News" provides a direct access to up-to-date multimedia information on recommended issues and events. It is an area for constantly

UNIVERSIDAD DE MÁLAGA

updated news related to the resort itself. The section "Reviews" enables the users to add a feedback text thus allowing them to provide their own content. Hence, the website involves their clients as the co-creators of the composition (Zakharova 2020a), they are both the consumers and the producers of the content, and this makes it highly influential. These user-generated pieces of information have the benefit of coming from the real customers, rather than from the promoters, increasing the trust of the audience. And finally, a live website chat ensures that the users receive quick responses, eliminating slow response times.

The secondary navigation sidebars support the primary navigation by providing context-relevant options. Below the sidebars, the interactive images framed in squares present advertisements that lead the users to external promotional pages.

Finally, at the bottom of the pages, there is a footer with integrated links that redirect to the external websites of the resort's partners, which are also profit-driven digital domains. The section also introduces a ribbon-shaped interactive area with a white background where the viewers can type their email to subscribe to the promotions.

On the whole, the interactive signs present a full range of actional possibilities, such as click, hover, and type and click. All the hyperlinks redirect to a further text within the site itself or directly related to it (e.g., the resort' profile pages on social networking sites), while only the advertisements give an access to third-party websites.

The pages are structured along a vertical axis with the main and general information on the top of the pages and with the detailed one in the lower sections. For this reason, at the top, the list of links (i.e., menu) is located where the viewers can access other pages according to their interests. On the lower part, a selected topic is given with its detailed description. The reading path is linear following left-to-right and top-to-bottom modes.

As a result, the navigation through the content feels like an invisible hand that helps the users find their way around the website. The navigation makes sense to the website visitors. Implementing such a good internal linking strategy assists in a good flow of the promotional information within the domain, allowing the guests to become well informed about the resort and to be persuaded to book the services. The comfortable website structure aids the visitors in navigating the site without any

UNIVERSIDAD DE MÁLAGA

problems. Therefore, the users will want to spend more time that will increase their dwell-time on it and, consequently, improve the health resort's sales performance.

4.1.6. Contextual analysis, provenance, and inference

Wellness has to do with quality of life; therefore, many people today pay closer attention to their health, symptoms of illness and adopt new measures to minimise the risks of developing diseases. Such people seek healthy services and choose lifestyle-based treatments. High-quality health care helps them prevent diseases and improve quality of life. Health conditions and chronic diseases associated with urban living are leading to a growing need and demand for escapism, healthier trips, and natural alternatives. Consequently, health, wellness, and medical tourism had grown exponentially before the coronavirus outbreak and are still increasingly relevant in many established destinations in Ukraine and around the world. The hospitality industry recognized the growing interest in health and wellbeing; therefore, the new demand tendency in the form of healthy alternatives is now a travel opportunity for many people (World Tourism Organization and European Travel Commission 2018).

The website of "Karpaty" resort is one of the many sites that promote these options. The webmasters of this digital space invite the public to travel in order to maintain their well-being and life satisfaction through the experiences of healthy treatments. Through the promotional influential multimodal techniques discussed above, the authors promise that the wellness treatments and therapies of the institution will restore the balance between body and mind, bringing about overall well-being. On the website, the combination of the verbal and non-verbal modes of expressing the messages delivers information, motivating the users to contribute to their physical and mental health through the medical and wellness-based activities of the resort that will increase the capacity of the guests to satisfy their own needs and function better in their society and environment.

The website serves as a powerful tool for the creation of "Karpaty" brand. It is used for the conversion of the website visitors into staying guests as well as for the attraction of online bookings. Correspondingly, it functions as an efficient communication and sales channel. Being the platform for communication with the would-be clients, the website presents the resort's location, services, and atmosphere

UNIVERSIDAD DE MÁLAGA

that are being offered to the audience. The information is always available; it is given in an attractive way and managed appropriately. The navigation through information is simple and transparent; the design is based on a powerful know-how which allows directing the users through the website in a way that leads to a booking process by making it available on every level. Moreover, the website keeps a responsive layout design for mobile compatibility. Hence, the visitors may even proceed to a booking through their smartphones.

The authors resort to the usage of various influential techniques in the corpus of the website. Both the text and graphic layers reflect the individuality and highlight the advantages. The multimodal texts sell emotions related to the experience of staying at the resort. The captivating and specific descriptions are benefit-driven for the potential travellers. This approach helps the users of the website picture themselves at this resort; it encourages them to click through, explore, and book. The use of photographic and video materials enables the viewers to have a clear idea of what to expect. The large, high-quality images and videos sell dreams and make the guests feel like being there.

Moreover, the website is built with the usage of some technologies and, therefore, becomes more powerful and more effective. The technologies found in the corpus provide useful information and create additional experiences in the viewers. For example, the map that integrates with Google Maps provides quick and easy directions for the travellers trying to find the resort complex. The interactive map visualizes the location of the resort complex and its premises. Such visualising data give a quick summary and overview of the place. The online webcams provide live aerial views of the touristic places around the resort. The incorporated social media interactive technologies facilitate the creation and sharing of information, increase the would-be clients' following, and make it easier to connect with them in a more personal and direct way. The booking engine is essentially the last step before making an actual transaction. All of them simplify communication and the booking process on the website.

Today, the functionality of these technologies by themselves embodies certain cultural norms. Their application and their interaction with the website aim is not visible at the first sight. Due to the fact that these culturally significant components are very much embedded in other structures and social arrangements, they remain the invisible components of the persuasive discourse of the website. However, these different choices combine to deliver the intended effects on it. They promote the health tourism product

UNIVERSIDAD DE MÁLAGA

in a clever and dynamic way that wins impressions. Due to the implication of these technologies and platforms and the clients as co-producers of the content, the website becomes a multi-authored web environment.

Hence, promoting this health tourism product, which is in demand now, with the usage of these persuasive strategies makes the website likely to succeed in the competitive market. The authors can easily reach the public of the health tourism market segment with this web promotion.

UNIVERSIDAD DE MÁLAGA

4.2. Website of "Solva Resort & SPA" Hotel Recreation-Therapeutical Complex

4.2.1. Preservation of first impressions and reactions

Visiting the website, the viewers are immediately drawn into a dynamic atmosphere where they can choose what to see, enjoy, and explore. The site seems to be visually attractive and professional, providing information on the resort's location and services. It can build a strong and positive image of the destination in the minds of the users. To reach this goal, the producers use different verbal and non-verbal tools to appeal to their audience. The website delivers not only the information on the resort but an experience due to the use of virtual reality tour, which makes a great first impression, quickly grabbing users' attention and keeping them around longer. The authors give them a freedom to go straight to what they want to discover, as that is the key to driving up conversion rates.

The design is simple but at the same time very elegant. Colourfulness and visual elements are the most noticeable design characteristics at first sight. This luxury website has an overall clean and simplistic layout, it is easy for the users to navigate and understand the communicated messages. The copy is short, simple, and well organized; it captures the attention of the users by being clear and concise. The website is perceived as gorgeous, so it can be considered as engaging for those who are interested in the services the website promotes.

The viewers should minimally scroll on the first page and throughout the website that is particularly important for usability. The designers create links from the main page to learn more about different topics located deeper on the website. White font over a black background in links is a classy decision that together with the simple arrangement of the categories gives the users a wonderfully smooth and straightforward experience.

The website has a stylish colour palette which basically consists of black and intense dark colours being a powerful communication tool. Black has long been associated with power and can be used to influence mood. For many people, black evokes positive associations with this colour, including attractiveness and elegance (Roberts, Owen & Havlicek 2010). The choice of this colour palette generates and reflects a vibrant atmosphere. At the same time, the use of colours appears to be well balanced; an elegant effect is also obtained with the use of a white background that

UNIVERSIDAD DE MÁLAGA

creates striking but effective contrast. This distinct scheme of colours creates a proper mood and deluxe tone for "Solva" brand. The contrast in colours is pleasant and attractive; these notable features invoke a positive emotional reaction and, as result, can influence users' loyalty and purchase intention. The colours do not distract the users from the written content.

Placing eye-catching visuals on the landing page engages the visitors' attention immediately. The images are of very high quality and look professional. The use of images lends a visual variety and an appeal to the pages. These visual elements are deployed to visualise the content, they add context to the written content that can lead to a favourable response from the viewers. All the graphics are meaningful and flashy and have a very positive impact on the user experience. They visually display the promoted health tourism services, strengthening the viewers' memories of this tourism product. Moreover, they also give an opportunity to highlight key sections of the website that the visitors are invited to look at.

On the website, everything is classy, minimalist, and stunningly laid out: the colour, size, placement, and imagery are harmonically utilized to make the proper visual weight for each section. The texts are easily read, as the combination is a black text on a white background. This colour combination is acceptable as the contrast is within an appropriate range. The typography is very simple. The promoters clearly label topics and break the texts up into small paragraphs. The white space surrounding the website's content creates a sense of confinement for the images and the texts of the website.

The authors repeat the same entities in both modes: verbal and non-verbal. These two modes manifest elements of persuasion, as the main objective of the website is to get the message across to tourists that "Solva" resort is an exciting and dynamic place where there are a great number of things to do to improve tourists' health. The uniqueness of this resort is highlighted through the written and visual mode of information transmission. Moreover, the users are provided with social media icons to access other information channels according to the users' preferences to follow the institution online.

To conclude, this website was designed to grab users' attention and inspire their emotions as soon as they load it. It is very important, as the first glance users get from a site can have a priming effect on how they perceive future interactions with a company. Moreover, there are many interactive components that can influence the users and draw

UNIVERSIDAD DE MÁLAGA

them towards the purchase of the promoted services. Every component of the site works quickly and correctly. The visitors receive the perfect logical flow of information that attracts and keeps their attention. The promoters keep the visitors glued to the site due to its valuable content, good organization, and captivating design. As a result, the promotion generates a positive impression, keeps the visitors on the site once they arrive, and consequently, may influence their purchase behaviour.

4.2.2. Inventory of salient features and topics

The header of the website introduces photos, which change automatically, and a small flag containing the heading and the logo of the resort. The flag pops up in the top-middle position on each website's page. There is no language problem for the readers, since at the top, on the right-hand side of the header, they can choose a language in which surfing will take place. It can be Russian, English, or Ukrainian. On the left-hand side of the header, there is the contact information.

The header also marks the site's main sections represented by menu links. They are displayed in a separate navigation bar for better accessibility, as the users can read them better if they are separate. These navigational menu elements are the main categories and sub-categories on the site. There are 7 main menu items: "HOME", "ABOUT", "TREATMENT AND SPA", "RESTAURANTS", "CONFERENCES AND EVENTS", "DEALS", and "CONTACTS". These categories together with their sub-categories are the table of contents of the website.

The main content of the site are textual information, images and photos, 3D tours, and Google maps. The textual information is only the informative texts written by the producers / authors of the website. The verbal texts are supported by images to precisely describe the health resort complex. The authors use the pictures as a technique to persuade the viewers that the given information about the resort is based on truth (Morgan & Pritchard 1998). Through the virtual tours (3D tours), the visitors can visit the place remotely and experience the surrounding even without being there. Google maps provide the direction to the location and the overviews of its neighbourhood.

The strip across the bottom of the pages contains the logo and the contact information of the resort; it also displays social media outlets, such as Facebook, Instagram, and YouTube. These integrated outlets are provided on the website to get

UNIVERSIDAD DE MÁLAGA

more social media followers. The only negative point here is that these visible buttons open the social media pages leaving the current website.

The footer is also a place for a small flag that helps the viewers go back to the top of a current page. At the bottom of the footer, there are data about the creator of the website. The footer content stays the same from one webpage to another. In December 2021, the website does not feature any material related to the situation with COVID-19.

The arrangement of items within this website has the structure of visual organization described by Kress and van Leeuwen (2006). The promise is communicated with the attractive photos in the upper part of the webpages, the ideal or essential section of a text. The specific and practical information is in the lower part of the webpages, the real section of a web text.

4.2.3. In-depth analysis of content and stylistic features

This section collects data on the persuasive techniques that are located in the separate modes of the website (i.e., intra-modal analysis) and looks at the complex forms of interplay between the different modes (i.e., cross-modal analysis). The intra-modal analysis (i.e., analysis of fixed/static and moving/dynamic elements) includes verbal/written signifiers, typographic signifiers, visual representational types and signifiers, sonic types and signifiers, layout and design signifiers. These elements are combined at some points, as meaning is often produced by the interplay of two or more expressive systems. The verbal and visual examples that appear in the following subsections belong to the corpus of the website that is managed by "Solva" resort.

4.2.3.1. Verbal/written signifiers

The promotional text is visually dense; however, its verbal level is important as it complements and enhances the visual aspect of the website. The verbal items of the website's corpus mainly belong to the semantic fields of hospitality and healthcare. The verbal analysis makes possible the detection of lexical words and linguistic techniques that could reveal whether the authors of the website manage successfully to convey their promotional message, at the same time providing effective practical information for the readers. Hence, the text corpus, which consists of a total of 7,981 words, is studied to

UNIVERSIDAD DE MÁLAGA

identify the dominant influential techniques.

Lexical choices

Nouns

The main linguistic resource used in the data is nouns that help convey objective and practical information about the destination. The most frequent nouns pertain to the domain of tourism and healthcare and are used to inform about and promote the destination. The following is a list of the 50 most frequent nouns in the text, ordered by frequency (Table 6).

RANK	FREQUENCY	WORD	RANK	FREQUENCY	WORD
1.	65	room	26.	18	request
2.	59	price	27.	17	action
3.	57	therapy	28.	17	children
4.	55	water	29.	17	effect
5.	48	day	30.	17	guests
6.	42	treatment	31.	17	Polyana
7.	40	body	32.	16	health
8.	37	bed	33.	16	inhalations
9.	35	meals	34.	15	rooms
10.	30	bath	35.	14	showers
11.	29	gym	36.	14	tissues
12.	29	massage	37.	14	ultrasound
13.	29	procedures	38.	13	bar
14.	28	diseases	39.	13	equipment
15.	28	complex	40.	13	hotel
16.	28	staying	41.	13	magnetotherapy
17.	26	pool	42.	13	service
18.	25	system	43.	13	services
19.	22	shower	44.	13	skin
20.	21	Solva	45.	12	consultation
21.	21	SPA	46.	12	diagnostics

UNIVERSIDAD DE MÁLAGA

22.	21	breakfast		47.	12	electrophoresis
23.	19	persons		48.	12	parking
24.	19	resort		49.	12	physiotherapy
25.	18	blood		50.	12	rest

Table 6. First 50 noun occurrences in the corpus of "Solva" resort website

In the generated wordlist of nouns, the first noun that was produced is "room" with its 65 entries. Moreover, its plural form "rooms" is used 15 times. The reason is that the website provides much information about the indoor conveniences of the health resort complex. The authors present different room types that are verbally categorized according to their features. In the written text, the word "room" is used without adjectives that could modify it, but it does not make the information on the accommodations less attractive. The writers ably engage the audience with objective descriptions of the amenities of each type of the rooms.

By using the terms "bed", "gym", "pool", "bar", "parking", "equipment", the promoters intend to give a precise view of what the resort looks like conveying practical information to the readers. The words are not qualified by subjective adjectives, too. In the corpus, the word "staying" functions as a noun; this item is used to introduce the experience of using the hotel amenities and what sensations it brings to the guests. Look at the following examples:

"… to make his staying comfortable as much as possible."

"… the combination of excellent conditions of staying…"

The authors list the services provided by the resort, that is why the term "service" is a recurrent word with 13 occurrences for it singular and other 13 occurrences for its plural form. The word helps the marketers highlight the benefits and experiences, which could be got during a stay at this resort. The following examples highlight this point:

"At your service there are also houses in the wood …"

"At your service there is outdoor pool …"

The words "meals" and "breakfast" are mainly used to clarify what "FB" and "BB" mean. These are the abbreviations for the standard classification of food types in

UNIVERSIDAD DE MÁLAGA

hotels. With these words, the readers are introduced the accommodation conditions the resort has prepared for the visitors. The type of nutrition for the abbreviation "BB" includes bed and breakfast only. Thus, the resort guarantees the guests a place to stay and a free morning lunch. The abbreviation "FB" translates "full board", the customers can have three free meals a day: breakfast, lunch, and dinner. This promotional information is communicated in order to determine the types of variability in the services. These variations are multiple advantages for the readers that can contribute to their satisfaction and, therefore, change their buying behaviour.

The text corpus features a large number of the words "persons", "children", and "guests" to make reference to the visitors themselves. According to the context of the corpus, they always have benefits of staying at this resort; therefore, the messages can be appealing to the readers. The following examples transmit this aspect:

> "Sometimes, two persons should stay together to feel the peace that nothing can disturb. The calm interior favours you to have a romantic conversation and to be in a good mood."

> "There is a special section with funny fountain for children in the pool."

> "Families with small children have the opportunity to stay in a house with kids zone."

> "To treat our guests, we use the water not only for drinking but it is also the basis of all balneological procedures."

The recurrent word "request" helps provide information on the services that could be booked free of charge if the potential visitors want to have some. Such messages evoke genuine emotional engagement, strengthening the connection between the resort and the readers. This hospitality-focused technique is welcoming and leaves the audience feeling satisfied and cared for. This can be seen in the following example:

> "At the request of our guests, we provide an extra bed."

"Price" and "day" are frequent verbal items of the textual corpus, too. They are the common words in tourism-related texts, and it is not surprising to find them here when the authors introduce the cost of a stay at "Solva" resort. The room rates vary according to the room characteristics. Having a wide range of room types at disposal, with a well-defined room variation, allows the authors to reach different potential guest budget levels. Some travellers simply look for a best rate, while others prefer to pay a

UNIVERSIDAD DE MÁLAGA

little extra to get a bit more. Therefore, the difference in the rooms' prices means multiple advantages for the readers; it can fulfil their expectations and change their buying behaviour.

The textual corpus features a higher number of top 50 frequent nouns referring to healthcare. Such words as "therapy", "water", "treatment", "body", "bath", "massage", "procedures", "diseases", "system", "shower", "spa", "blood", "action", "effect", "Polyana", "health", "inhalations", "showers", "tissues", "ultrasound", "magnetotherapy", "skin", "consultation", "diagnostics", "electrophoresis", "physiotherapy" create the register of health tourism in the text of the website (Dann 2001). They form 26 words of the table, and this is not surprising considering that the resort deals with healthcare services. By using these items, the authors favourably advertise the health facilities of the resort to the readers.

In the verbal text, the word "therapy", with its 57 occurrences, means a medical procedure. Together with the term "treatment", they become keywords throughout the website's text. These key-nouns, which are constantly repeated, bring a positive feeling to the would-be patients. Utilizing these verbal items, the authors create a strong image that the patients can find solutions for their health problems at this establishment.

A great number of therapies are offered with the application of water. The terms "water", "bath", "shower" with its plural form "showers", and the words "SPA", "Polyana" are frequent words and appear to present the place as the best spa/balneological resort. It is noteworthy that the word "SPA" occurs 21 times as a noun in the text corpus to emphasize the resorts' superior quality. This verbal item is an appealing element in the written corpus, as there is nothing more luxurious and relaxing than a trip to SPA. The visitors are offered different methods and applications of bathing, drinking, steaming, and inhaling natural thermal and mineral waters for wellness, health, and medical benefits. Look at the following examples:

> "… thanks to its pressure, in its way soft massage, the water activates protective, regenerative and excretory processes in tissues, clears and topes up the organism."

> "The basis of therapy of our guests is Polyana Kvasova water. We use the water not only for drinking, it is also the basis of all balneological procedures."

> "You can also try the unique healing properties of all known Polyana Kvasova mineral water."

UNIVERSIDAD DE MÁLAGA

"Bath and sauna are included into the complex of standard physiotherapeutic procedures."

As noted above, the proper name "Polyana Kvasova" is used to refer to a mineral natural medicinal-drinking water. It is one of the most famous and honourable mineral waters in Ukraine. This water is extracted near the village of Polyana in Transcarpathia. "Kvasova" in the language of Rusyns-Lemkos and Boikos means mineral water. The collocation "Polyana Kvasova" can grab the reader's attention, as this SPA treatment is unique due to the properties of the water. Moreover, this proper name refers to the technique called "languaging". Similarly to the discussions in the analysis of "Karpaty" website, the technique is used to increase the authenticity of the destination (Dann 1996).

The function performed by the item "diseases" with its 28 entries is to list those health problems that are cured at this resort complex. This negative term does not lead to a feeling of disgust; instead, it creates a positive response in the readers. The reason is that the authors always provide a solution to that health disorder, and it can be received at this establishment. This technique is used to meet the requirements of the potential patients and refer to the attributes of the destination (Manca 2018).

In the corpora, the proper name "Solva" along with the collocation "Resort & SPA" appear frequently and is used to refer to the resort itself. The authors use the words "complex", "resort", and "hotel" to refer to the same institution as a safe place for travellers to relax and improve their health. According to the context, this place is unique, attractive and offers the best services. Some sentences including the words referring to the resort can be considered as marketing taglines used to distinguish "Solva" brand from its competitors. Look at the following instances:

"Hotel recreation-therapeutical complex Solva Resort & SPA is the brand-new level of service in Ukraine."

"Luxurious and refined interior of the hotel, great conditions of staying mark out Solva Resort & SPA among competitors."

The last word of the top 50 frequent nouns is "rest" which is used 12 times and always determined by adjectives such as "calm", "peaceful", "deep", "comfortable". The items that collocate with word "rest" present special quality evaluations that communicate only positive sensations towards the place. This key-noun highlights one

UNIVERSIDAD DE MÁLAGA

of the main goals set by this resort, creating a euphoric atmosphere in the text (Manca 2018). The following is a good example:

> "Here you can not only have a good rest but also take care of your health with our sanatorium resort treatment services."

Verbs

The verbs exploited in the text invite the readers to experience pleasure and satisfaction from a holiday at "Solva" health resort. Generally, the verbs are common and used in everyday life; however, the authors make them profuse, special, and worth taking into consideration. They are mostly of maximum simplicity and consist of only one word to express universality and timeless of the messages (Gotti 2008).

As far as verb tenses are concerned, present and future tenses are the most frequently used tenses across the sample data; it reveals a high concern for present or future activities. However, the present simple dominates the text, conveying the idea that the presented information is truthful. On the other hand, the future tense is used 29 times.

The authors use imperative sentences; they leave the readers little room for argument and direct them to making decisions. Therefore, the imperatives are utilised for encouragement to purchase the services. Moreover, there is a presence of modals and passive forms. The following is a list of the 15 most frequent verbs in the text, ordered by frequency (Table 7).

RANK	FREQUENCY	WORD
1.	54	can
2.	29	will
3.	22	has
4.	16	have
5.	16	help
6.	16	stay
7.	15	make
8.	14	improves

UNIVERSIDAD DE MÁLAGA

9.	14	included
10.	13	provide
11.	13	used
12.	12	equipped
13.	11	includes
14.	10	get
15.	9	book

Table 7. The 15 most frequent verbs in the corpus of "Solva" resort website

In the generated wordlist of verbs, the first verb that was produced is "can" with its 54 occurrences in the corpus. This frequent modal verb suggests what possibilities the resort offers. According to the concordance instances, in the case of this auxiliary, the subject is mainly "you", "visitors", "guests", "children", "participants", or "person", in other words, a tourist. By using this verb, the authors express an invitation to choose an experience according to the tourists' needs. The variability of the benefits of staying at the resort communicates the readers that they would have an exciting time while having health-improving therapies. The following are the examples:

> "You can have a nice time in the comfortable couches in the hall of Lobby-bar."
>
> "The participants can stay in 65 rooms for 130 persons if it is necessary."

In the text, the impression of possibility and certainty is conveyed by means of the modal verb "will" which is used 29 times in the corpus. "Will" is also used to evoke the impression of a promise. Look at the following examples:

> "Your staying in this room will be unforgettable."
>
> "Your celebration will be full of drive, sincerity and new discoveries of magic Carpathian land."
>
> "If you choose our hotel complex, you will get the advantageous offer that contains prices that correspond to the quality, individual approach, pleasant bonuses and transport delivery solution."

In the description of the rooms for couples, the writers use the auxiliary modal verb "should" to make recommendations. It is not frequent in the text; however, it has a huge power to create a friendly relationship with the addressees, as shown in the

UNIVERSIDAD DE MÁLAGA

examples below:

> "The two persons should stay together to feel the peace that nothing can disturb."

> "You should dream and give to each other unforgettable moments."

The extracted frequency list shows 38 entries of the verb "to have" (i.e., has+have). It is an important verb in the corpus, as it helps the authors present the healthcare procedures of the resort and the qualities and benefits of these services. This technique provokes desire in the readers to purchase the services, as the possessions expressed with this verb are always valuable and beneficial for the patients. Look at the following examples:

> "Electrophoresis … The current has also neuroreflex and humoral actions."

> "That is why this water has biological activity and when it gets into the body, the liquid that is in the tissue cells takes healthy and healing structure."

The frequent verbs "help", "make", "improves", "provide", and "used" help in creating the register of health tourism in the text (Dann 2001). Using these verbs, the authors deliver information on some forms of medical treatment at the resort. The descriptions of the procedures are attractive for the prospective patients as the authors ably inform the readers about their favourable influence on health. The following are some examples:

> "The baths help to adjust the balance of different parts of central and peripheral nervous systems."

> "Therapeutical showers make better the skin tonus and the tonus of the whole body, they have an active effect on the blood vessels tonus and their lumen diameter."

> "During its action on the body the ultrahigh-frequency electric field improves the blood supply of tissues, it provides anti-inflammatory, anti-edematous, anesthetic, spasmolytic action."

> "Even the simple stroking can please him and it will provide the necessary therapeutic intervention."

> "Hydrocolontherapy method can be used after professional doctor consultation under the supervision of specially trained specialist with help of modern equipment of high quality."

UNIVERSIDAD DE MÁLAGA

In the textual corpus, the frequent verbs "stay", "included", "equipped", and "includes" deal with the text sections providing the price information. The verb "stay" always collocates with the phrase "free of charge". This collocation indicates a necessity the readers cannot miss the offered opportunities. All these verbs help convey the idea that staying at the resort is advantageous for the visitors. For example:

> "Children under 12 years without the request for extra bed can stay free of charge."

> "The room is equipped with bathroom unit (including the toilet, lavabo, shower cubicle, hairdryer, bathrobes, cosmetics), double bed, writing table, sofa, sliding-door wardrobe, safe box, 2 TV-sets (cable television), air conditioner, mini-bar."

> "Price of the room includes: staying, meals (BB or FB), basic treatment (with FB), parking, pool, gym, BASIC TREATMENT…"

It is worth noting that the verb "get" is of great help to encourage the readers to act. The word is always followed by the attractive information about the opportunities and activities that the guests can experience and enjoy if they book an accommodation at this resort. The following are the examples:

> "The exit on the terrace is right from the pool where you can get a tan on a warm sunny day, and let yourself to the gentle wind and warm sunny rays."

> "If you choose our hotel complex you will get the advantageous offer that contains prices that correspond to the quality, individual approach, pleasant bonuses and transport delivery solution."

The verb "book" is always set within the phrase "Book this room" and is expressed in the imperative form with its 9 occurrences. The authors use imperatives to urge the readers to take part in the beneficial activities and experiences (Biber, Conrad & Leech 2002). In the text, a negative imperative sentence together with the exclamation mark transmits even a stronger urge. The imperatives are also used within the website sections to attractively present the resort to the audience. The technique can favourably result in the purchase decisions of the readers. The following are some examples of the used imperatives:

> "Enjoy your coming …"

> "Don't forget to visit pools during your staying in Solva Resort & SPA!"

UNIVERSIDAD DE MÁLAGA

> "Forget about your problems and enjoy the atmosphere of peace and relax in the great baths of Solva Resort & SPA."

The previous example is appealing and emotive and serves as a powerful persuasive expression in the communication to the intended clients. The authors encode a clear message within it that in everyday life there is no chance to rest, and it is marked by stress. This disappears thanks to the stay at the hotel. At the same time, the sentence helps in emphasizing the benefits of taking the baths, which are being portrayed. With the positive verbs "enjoy" and "relax", the producers want to associate these services with a nice experience where there is no room for any trouble. The positiveness of these imperatives is another factor that has an influential effect on the attitude of the readers. It is a nice technique to address the would-be customers and urge them to book the services.

There is an abundant usage of various verbs that evoke only positive feelings in the readers. These emotionally coloured words are used to provoke a psychological reaction in the readers by involving their imagination. They are powerful and high-converting words, as emotion is more powerful than reason: favour, enjoy, stimulate, rejuvenate, charm. These verbs attract the attention of the audience and make them want to learn more about the place. Therefore, the authors try to trigger emotions to improve the marketing results of the website. Consider the following examples:

> "The calm interior favours you to have a romantic conversation and to be in a good mood."

> "The room has all necessary conditions for you to enjoy the long-expected rest."

> "The clearing of the body of chemical waste stimulates all life processes. The body rejuvenates."

> "The unusual beauty of these places charms."

Personal pronouns and possessive adjectives

In the text, there is a frequent use of a direct address to the audience, indicating the resort's eagerness to convey friendly and warm attitudes. The corpus is constructed interpersonally with a high degree of interactivity through the frequent use of the term "you" referring to the potential guests. The following is a list of the 5 most frequent personal pronouns and possessive adjectives in the text, ordered by frequency (Table 8).

UNIVERSIDAD DE MÁLAGA

RANK	FREQUENCY	WORD
1.	70	you
2.	47	it
3.	37	your
4.	26	our
5.	24	we

Table 8. Personal pronouns and possessive adjectives in the corpus of "Solva" resort website

On the website, the target audience is directly addressed with the second person singular, the pronoun "you", and the possessive "your". As we can see in Table 8, the word "you" is the most used personal pronoun in the corpus, appearing 70 times in the compiled text. It is important to note that despite its constant repetition in the text, the prominent presence of "you" to highlight that the emphasis is on the potential customers is ably used. The word does not create a negative attitude to the text in the readers; instead, they are constantly invited to take advantage of the offered beneficial experiences. As a result, this effective dialogic reader positioning leads to creating a friendly atmosphere. With the use of the second-person personal pronoun, the potential visitors become individual addressees rather than part of the audience, which is highly valued. Following the studies of Fairclough (2003), this handling of the audience on an individual basis is referred to as "synthetic personalization". The individualized pronoun "you" creates a conversational environment in the text that simulates relatively personal, equal, and informal relationships between the authors and the readers. Some examples are shown below:

> "You can also try the unique healing properties of all known Polyana Kvasova mineral water."

> "You can use the devices and applicators of magnetotherapy to treat the diseases of the whole body, for example, orthopaedic injury or gastrointestinal diseases."

On the other hand, the corresponding possessive adjective "your" with a frequency of 37 is utilised in the text to invite the readers to experiment the positive sensations and the effects of the treatment that the resort offers to them. The word is usually found within the following collocations: "your health", "your mood", "your

UNIVERSIDAD DE MÁLAGA

rest", "your coming", "your staying", "your body". The adjective "your" has the same function as the pronoun "you". Using the word, the authors try to teat every client as the single most important customer. Look at this technique being used as a strategy of persuasion in the following sentence extracted from the corpus:

> "In 5-10 procedures you will notice the reduce of size, you will straighten your back, be happy for your elastic skin and muscles."

Moreover, the same function, which the term "you" has, is fulfilled through the corresponding reflexive pronoun with only 2 occurrences in the text, as the following lines demonstrate:

> "Taking the services of our complex, you will free yourself from other troubles in organization and holding the scheduled event."

Similarly to the discussions in the analysis of "Karpaty" website, the choice of the personal pronoun "you", the possessive adjective "your", and the reflexive pronoun "yourself" is related to the "ego-targeting" persuasion strategy that is used to create a conversational style in the promotional material to allure the readers to buy the services (Dann 1996; Manca 2018).

In this discourse, the third-person singular neuter pronoun "it" is a frequent case, too. This impersonal pronoun is mainly included in the register of health tourism, as it is used as a subject to refer to the health-related activities on offer at "Solva" health resort. Look at the following examples:

> "Electrophoresis. Electrophoresis is the physical method of treatment. It injects the different medicaments in the organism with help of the current. The injection is made through the intact cutaneous coverings and mucous tunics."

> "Therapeutic massage is one of the most popular and effective physiotherapeutic methods of therapy. It can be used as a single treatment procedure and as a subsidiary procedure (for example, to reinforce the action of medicaments)."

The authors who have control over this promotional communication are indicated with the term "we" that has 24 occurrences in the corpus. Hence, the authorship of this website is verbally personalised, and it is a visible business-like entity (Mocini 2005). The pronoun "we" extends the senders identity to "Solva" resort staff. Moreover, it is usually linked with the verbs "have", "provide", "propose", "make" to

UNIVERSIDAD DE MÁLAGA

show that the staff works continuously for the clients and ensures their wellbeing. Look at the following lines:

> "We propose the combination of excellent conditions of staying with the wide choice of services that corresponds to high European standards."

> "We use the modern methods and well-recommended procedures in the clinic of our health resort complex."

The possessive adjective "our" is used 26 times in the corpus. The term helps the writers deliver to the audience the unique characteristics that the destination possesses. It serves to single this resort out as a different and beneficial place, as it is shown in the following selected lines:

> "There is a pump room with mineral water in the hall of the main building of our complex."

> "The delicate dishes and the perfect service are our main priorities in holding the celebrations."

The possessive adjective "our" is also used in the text to place emphasis on the authors' close, friendly, and warm relationship with the potential visitors who are treated, in this case, as "guests". Look at the following examples:

> "Every our guest can choose any convenient meals system for him."

> "Well-developed infrastructure of the complex let our guests to find an occupation to fit any taste, in every season of the year, for every weather."

Adjectives and adverbs

Another essential linguistic resource used in the data is medical adjectival items and positive descriptive adjectives in their plain, comparative, and superlative forms attached to nouns. In the text, the use of these adjectives is a frequent persuasion strategy; it gives allure and distinction to the text. The adjectives used on the website define specific qualities of the destination and highlight the prominent characteristics of the services the health resort provides. Due to the technique, the messages are filled with emotion and beauty, and the destination is associated with a typical luxury place. Therefore, the readers perceive this place as an ideal resort where they can restore their health. The most frequent adjectives occurring in the corpus are indicated below (Table

UNIVERSIDAD DE MÁLAGA

9).

RANK	FREQUENCY	WORD		RANK	FREQUENCY	WORD
1.	54	mineral		21.	10	interferential
2.	38	extra		22.	10	special
3.	18	therapeutical		23.	9	bishophyto
4.	15	diadynamic		24.	9	healing
5.	14	different		25.	9	necessary
6.	13	circular		26.	9	nervous
7.	13	indoor		27.	9	natural
8.	12	artificial		28.	8	sliding
9.	12	every		29.	7	comfortable
10.	12	great		30.	7	high
11.	12	hardware		31.	6	Carpathian
12.	12	modern		32.	6	central
13.	11	amplipulse		33.	6	large
14.	11	free		34.	6	physical
15.	11	functional		35.	6	pleasant
16.	11	general		36.	6	unique
17.	11	good		37.	6	chemical
18.	11	mini		38.	5	Guzul
19.	10	coniferous		39.	5	human
20.	10	electrosleep		40.	5	inflammatory

Table 9. Frequency of adjectival items in the corpus of "Solva" resort website

The first adjective that was produced with the word frequency analysis is "mineral". It collocates 40 times with the noun "water" and 12 times within the phrase "mineral and artificial bath". By using these collocations, the resort presents its services that are based on the application of mineral waters for health and wellness purposes. Moreover, the treatment is mainly performed using natural mineral waters, as the establishment has its own pump room of healing mineral water. The use of mineral waters is the oldest form of disease treatment, and it still has powerful effects on human health, despite the constant advances in the new forms of therapies. The explicit highlighting of these

UNIVERSIDAD DE MÁLAGA

services on the website text indicates that this technique can likely contribute to the promotion of the resort. Here are some examples taken from the corpus:

> "The basis of treatment in Solva Resort & SPA is the use of mineral water Polyana Kvasova. It is used not only for drinking but also for different SPA procedures."

> "Mineral and artificial baths are used to treat the nervous system diseases such as asthenic syndromes, neurasthenia, vegetative vascular dystonia."

In addition to the above-mentioned word "mineral", the analysis revealed a high level of adjectives connected with healthcare. 25 adjectival items out of the 40 most frequent ones create the register of health tourism in the text (Dann 2001). The adjectives "artificial", "functional", "general", "different", "special", "healing", "natural", "high", "central", "physical", "chemical", "coniferous", "human" and the medical and health-related adjectives "therapeutical", "inflammatory", "diadynamic", "hardware" (adjectival use), "amplipulse", "electrosleep" (adjectival use), "interferential", "bishophyto", "nervous", "circular" are used to give the information on the diseases and to present and describe the healthcare services available at this establishment to treat those health disorders. Look at the examples:

> "Solva Resort & SPA use the hardware physiotherapy as one of the methods of rehabilitation and also to treat the respiratory apparatus, nervous system, gastrointestinal tract and orthopedic diseases."

> "Hydrocolontherapy method can be used after professional doctor's consultation under the supervision of specially trained specialist with help of modern equipment of high quality."

The positive adjectives "pleasant", "unique", "modern", "great", "comfortable", "large" emphasize the resort's superior quality and are used to convey practical information to the readers. Highlighting the characteristics of "Solva" resort with these evaluative adjectives gives beauty and appeal to the text and, consequently, arouses the tourists' desire to visit the place. The adjectives "pleasant", "great", and "comfortable" are related to the enjoyable sensual experience, while "unique", "modern", and "large" emphasize the qualities and values that travellers can associate with luxury places. These items appeal to any person who wishes to improve their health or just to get a calm rest in the peaceful setting of the resort. This issue is shown in the following examples taken from the corpus:

UNIVERSIDAD DE MÁLAGA

"You can treat the diseases that provoke inconveniences and very negative emotions with very pleasant and painless way."

"This is a brand-new and unique in its way hotel complex in Ukraine."

"It is a large balneological gastroenterologic health resort …"

The frequent indefinite adjective "every" performs various functions in the textual corpus. Mainly, the writers make use of this item to share the experiences each customer may have while they stay at the resort complex; these experiences are always positive and beneficial for their health. The word, in this case, indicates that each client is treated according to their specific needs. Look at the examples:

"To get the best health-improving effect the doctor of our clinic will help individually telling to every guest how to drink the water, at what time and what dosage."

"In therapy department of Solva Resort & SPA doctors specialists choose different recipes of stonetherapy for every patient."

Clearly linked to the services proposed to the clients, the words "extra" and "free" are important adjectives to draw readers' attention to the offers. The word "free" evokes the feeling of necessity to have the promoted experiences, as the services are presented as free of charge, however, are added to the cost of a stay. The technique helps create the illusion of a friendly relationship with the promoters, thus, enhances the persuasive power of the text. In the case of the adjective "extra", the writers call readers' attention to the additional services. Look at the examples:

"Children under 12 years without the request for extra bed can stay free of charge."

"At the request of our guests we provide an extra bed."

The frequent adjectives "indoor", "mini", and "sliding" are found in the text sections describing the resort's facilities that are always very attractively presented. The words are used to convey practical information to the potential customers and can contribute to the promotion of the resort. Phrases with the adjective "mini" bring a sensation that the small objects of the destination create comfortable and absolute conditions for a perfect stay at the resort. In the context, instead of being small, these things seem to be big enough. They help in adding the diversity aspect to the place. The examples of the deployment of this adjective are in the following lines:

UNIVERSIDAD DE MÁLAGA

"… Spa centre with mini aquapark, gym …"

"There are also 2 restaurants, 6 bars, 3 conference halls, children cafe, mini club for children and a playground, bank and shopping mall."

"The room is equipped with: Mini kitchen…"

In the corpus, much information is provided on the resort's location, featuring some occurrences of the word "Carpathian" together with the general geographical term "mountains". The authors depict the location of the resort as the place where nature is the main attribute that contributes to the customers' health improvement. Since nature is inherently therapeutic, the authors incorporate this fact into the promotion of the resort's healthcare services. Forming the register of eco-tourism (Dann 2001), the landscape descriptions communicate to the prospective tourists only positive sensations towards this location. The information about the resort's surrounding geographical features makes the readers, who are seeking healthcare, desire to visit the destination, as the therapeutic outcomes can be enhanced within natural environment that can be considered as an additional nature-assisted therapy. The point is depicted in the following lines taken from the corpus:

"Complex is situated in the deep mysterious forest on the 10 hectare area surrounded by majestic Carpathian Mountains … Breathing intoxicating air of maiden forest you become healthier."

"Your celebration will be full of drive, sincerity and new discoveries of magic Carpathian land."

In the previous examples, the words "magic" and "mysterious" have the connotations of "impossible to happen" and "too wonderful to be real". The adjectives reflect only the positive traits of the surrounding area, making the readers more interested in it. They are the most common words for the unknown and excite curiosity (Cappelli 2006). Therefore, it is a powerful linguistic means used in the corpus that can spark the visitors' imagination about this unconsumed tourism product. On the other hand, the adjective "unusual" has connotations of uncommon, odd, surprising, weird, or out of the ordinary in some way. For example, the expression "unusual beauty" is noteworthy, as the readers do not see it every day. Hence, the authors try to transmit the meaning that the natural features of that region are different, therefore, attractive and impressive. Consequently, these solutions can arouse the readers' interest and desire to experience the world portrayed on the website. The technique corresponds to the

UNIVERSIDAD DE MÁLAGA

strangerhood perspective described by Dann (1996).

Table 9 also shows the proper adjective "Guzul" with its 5 entries to construct "Solva" brand by expressing the local culture and cuisine. The word refers to the history of that region, to its past and present. The authors draw the tourists' attention on the typical and authentic aspects of the local traditional Hutsul culture. The culture is usually represented by the colourful and intricate craftsmanship of the clothing, sculpture, architecture, woodworking, metalworking, rug weaving, pottery, and egg decorating (i.e., pysanka). In the case of the website, the use of the local term "Guzul" serves to bring the tourist's attention on the features that are unique and interesting, thus, worth seeing and trying during a visit. It is a common phenomenon in tourism discourse used to encourage tourists to discover different and authentic sensations (Dann 1996). The following examples showcase this fact:

> "You can spend your celebration in Guzul wedding style. You'll be able to feel the original, deep, sincere spirit of local inhabitants who take care of the popular traditions."
>
> "The wedding party is accompanied by Guzul musicians."
>
> "… different dishes with mushrooms and other dishes of traditional Guzul cuisine in the menu."

In addition to the above-mentioned word "Guzul", the adjectives "traditional", "local", and "original", which are found in the corpus, also transmit the authentic details of the destination. Sometimes, the authors combine the words "traditional" and "Guzul". These solutions are used to frame the destination as unique and perform the positioning of "Solva" resort as a distinct place among other competitors. The qualities that make the resort a special place enhance the persuasive power of the promotion of this tourism product. Consider the following sentences taken from the corpus:

> "The Kolyba restaurant is made in traditional Guzul style with the original design."
>
> "You'll be able to feel the original, deep, sincere spirit of local inhabitants who take care of the popular traditions."
>
> "Seven-storeyed building of the main building has the original architectural project."

The adjective "real" is used to convey the impression of authentic destination,

UNIVERSIDAD DE MÁLAGA

too, and persuade the readers that the given information about this destination is based on truth. By applying this word, the authors deliver the idea that the experiences at the resort are precisely what their names imply. Look at the following example:

> "You will get the unforgettable impressions and you can surprise your partners with a real European service."

It is worthwhile to mention that the proper adjective "European" in the above example refers to the quality of the given services. The authors try to measure the level of the services to provide the whole picture of the performance of the place. In this case, the word introduces the high-level standards that are used in the services to achieve a higher customer satisfaction.

The concepts of authenticity and uniqueness are also expressed by means of other adjectives such as "Cossack" and "Transcarpathian". The technique is used to awaken in the readers the desire of enjoying something real and with no equal. The examples taken from the corpus are shown below:

> "The decoration of the wedding party will be the real Cossack table."

> "The harmony of taste is in the basis of Transcarpathian cuisine which is in priority. Great and simple dishes of Transcarpathian cuisine are very popular far away from our region."

In the text, there is an emphatic and highly evaluative lexis due to the comparative and superlative forms of adjectives. "Solva" resort seems to be the best destination, and it is an effect that is achieved by means of the use of the comparatives and superlatives. To portray the resort as a better place than the others, the authors use the superlative "best" to persuade tourists to choose the place instead of the others. The superlative adverb "most" helps transmit the exclusive characteristics of the resort. Look at the following examples:

> "The best place for the Guzul wedding ..."

> "Among different types of massages we propose you the most effective."

The superlative forms of adjectives are also found in the register of health tourism, they help in transmitting the superior quality of the medical services. For instance:

> "Physiotherapy is one of the safest methods of treatment for now."

UNIVERSIDAD DE MÁLAGA

Moreover, with the use of comparative adjectives, the writers show the positive changes and therapeutic outcomes that the would-be customers can gain if they book the services at this health resort. A stay always results in benefits for the customers. Consider the following examples taken from the corpus:

> "You will become healthier after 2-3 days ..."

> "Good and correctly balanced meals can help the body to get better from every disease."

The expression of possibility "as much as possible" is an influential technique in the corpus, too. It implies that the services are of the superior quality that can satisfy any customer, as they are perfectly organized to the degree that is possible to provide an excellent stay to the guests. Look at the example:

> "The type of Solva Resort & Spa hotel complex gives the opportunity to take good care of every guest including his individual needs and to make his staying comfortable as much as possible."

The frequent adverb "also" with its 20 entries in the corpus is used for adding other facts or ideas; therefore, some additional destination qualities are emphasized. Look at the examples:

> "Physio procedures… They have also a multilateral action such as antiinflammatory, spasmolytic, anesthetic, sedative and regenerative."

> "It is a great place to rest not only for adults but also for children. There is a special section with funny fountain for children in the pool."

The adverb "only" collocates 11 times within the construction "not only… but also", which is used to give more information. The authors list the qualities giving a little extra emphasis to the second features of a service because they are even better, more surprising, or more impressive than the first ones. The following lines are the examples:

> "Playing on the tennis cords not only distracts you from negative thoughts but also helps to keep you in a good mood."

> "The warm of heated stones penetrates deep into the body and provides a strong therapeutical effect not only on the superficial muscles but also on internal tissues and organs."

UNIVERSIDAD DE MÁLAGA

The adverb of place “here” with its 11 occurrences refers to “Solva” resort itself, the location where all these services are being carried out. It is an interesting technique to highlight the place without mentioning its name. Look at the examples:

> “The home atmosphere and comfort are here for your good mood and help you to relax and to forget the routine of everyday things.”
>
> “You can find here the refined elegance and luxury ...”

The adverb “even” is used for showing that the authors are saying something that is surprising. The technique emphasizes the characteristics and services of the resort that make happy the most demanding customers. Here are some examples:

> “Respectability of the atmosphere satisfies even the most exacting guests.”
>
> “Solva Resort & SPA proposes you the great conditions of staying that even the most exacting guests will like.”
>
> “That is home-distilled vodka, lard, Hurka (Hungarian Sausage), game dishes, smoked ham, piknytsa, roast pig and crispy cornichons will surprise even the most exacting gourmets.”

The authors create some positive adjectives by means of the prefix anti- in the description of mineral waters and health and beauty treatments. Look at the examples of the adjectives with this affix:

> “During its action on the body the ultrahigh-frequency electric field improves the blood supply of tissues, it provides anti-inflammatory, anti-edematous, anesthetic, spasmolytic action.”
>
> “The uniqueness of the water is in the heightened anti-relapse effect. It means that its action does not finish after leaving Solva and you will forget about the diseases for years!”

There are various verbal clichés in the text that create an attractive image in the minds of the readers and appeal to their emotions. For example: “mysterious and clear untouched nature”, “tender clouds”, “comfortable rooms", “mysterious and clear untouched nature”, etc. These clichés correspond to the expectations of the tourists (Dann 1996).

Here are some other powerful, loaded adjectives found in the corpus and that are used with intense connotations of emotion behind them: “brand-new level of service in Ukraine”, “international standards of servicing”, “luxurious and refined interior of the

UNIVERSIDAD DE MÁLAGA

hotel", "great conditions of staying", "home atmosphere", "good rest", "good mood", "original architectural project", "chic room", "comfortable couches", "special wooden houses", "dietic meals", "health-improving services", "qualified doctors", "attentive nurses", "skilled physiotherapists", "pleasant bonuses". These adjectives are deployed to seduce the readers into believing in the promoted services. The following is the sentence level examples:

> "Fascinating view of the window evokes pleasant thoughts about the future rest."
>
> "The elegant bedroom and large modern living-room give you the maximum of comfort and staying alone."
>
> "The pleasant music, free and easy atmosphere and wide choice of drinks make the bar a great place for both business and romantic meetings."
>
> "We will help you to create the unique celebration. We will make it extraordinary and inimitable. Whether that is traditional or unusual, modest or luxurious, classical or ethnic, white in Winter or golden in Autumn, your wedding will become the unforgettable event in your life."

Numerals

The authors use numbers throughout the corpus. Their choice of number format is numerical symbols; that is to say, the numerals are not full words. Generally, numbers are a trigger to get readers to pay attention to content. Numerals attract readers more than a writing that uses only letters (Kalmane 2012). Therefore, using numerals in the website corpus makes the copy more powerful and attention grabbing. The digits immediately hook the reader's interest because numerals are shorter, thus, quicker and easier to read, which ultimately means that the audience is more likely to read what the authors say.

In the text, numerals are presented to define certain quantities, percentages, dates, hours, and distances, and they are used to indicate characteristics of the destination and its services. Numerals are also used to indicate the foundation date of the establishment. This information is practical and contributes to the promotion. The following are the examples:

UNIVERSIDAD DE MÁLAGA

"The main building of the complex is the modern 7 floors building. There are 65 rooms for 130 persons."

"It is a large balneological gastroenterologic health resort at a height of 340 metres above the sea level at the North-Eastern foot of Vihorlat-Gutin (Volcanic) Carpathian mountains ridge…"

"The infrastructure of the complex includes medical centre with modern equipment, 370 comfortable rooms, pump room with mineral waters …"

"On the ground-floor there is the Solva restaurant for 130-150 seats."

"At your service is the modern conference hall for 120-150 seats, it has 350 square meters with the possibility of different design types and with all modern video- and audio- equipment…"

The above examples demonstrate some specific facts presented with the usage of digits rather than letters. It increases usability for the readers who are looking for a particular piece of information. Having these facts stood out visually by presenting them as numerals also enhances the credibility of the messages.

In the corpus, figures are important elements in the register of health tourism. The authors assign specific numbers to their claims in order to add authority to the messages and lend weight to the arguments. It creates a feeling that the information is based on true facts that add credibility to it; consequently, the persuasive power of the text is enhanced. Here are some examples showing this phenomenon:

"For a good result the treatment has to last for at least 3 weeks."

"Polyana Kvasova. The salt load is from 6,5 to 12,0 g/l that differs with the natural content of healing carbonic acid."

"In this pool there is a section for hydromassage. There are 2 sections for neck massage, 2 sections for foot massage and 2 sections for vertical massage and 3 horizontal places for air massage. Here is also separate massage pool with 4 seats for massage of different back muscles groups with geyser and a section with Jacuzzi for 4 persons."

"Finnish sauna (for 4-6 persons). The humidity in Finnish sauna is 4-10% and the heat reaches to 70 or even 110 degrees… Besides that after one bath procedure 500-1500 millilitres of sweat exude with chemical waste and harmful substance of the body."

UNIVERSIDAD DE MÁLAGA

"Ultrasound therapy is the use of ultrasonic vibrations for therapy purpose. They use the ultrasonic vibrations with the 800—900 KHz frequency."

Numerals are also presented to define cost quantities that provide the price information with a wide variety of opportunities for greater customer satisfaction. As a result, the readers with different budgets can be lured to experience a stay at this resort. For example:

"Price is 90 UAH for 25 min."

"7000 UAH. / Per night"

Loan words and expressions

Another persuasive technique is the use of loan words that is typical of tourism promotional language. It utilizes a verbal strategy called languaging (Manca 2018) and is characterised as "the impressive use of foreign words, but also a manipulation of the vernacular, a special choice of vocabulary, and not just for its own sake" (Dann 1996: 184). Through languaging, the words give more authenticity especially for the described gastronomy, healthcare, culture-bound features, and topographic elements of the corpus (Gandin 2014).

In this promotional material, the use of foreign words represents an important stylistic feature. The technique is utilized to emphasize the origin and exclusiveness of the tourism product. These words try to explain the culture and tradition of the place. Using foreign words, the authors invite the readers to discover sensations that are distinct from those of their everyday life.

Foreign loan words are found in the semantic field of healthcare, they describe water therapies and curative mineral waters. In this case, the authors confer sophisticated flavour to the text and "a sort of formal importance through the presence of these unknown and particular foreign terms" (Gardin 2014: 2), as shown in the following examples:

"Energy pressure point massage Shiatsu"

"Vishi shower"

"Sharko showers"

UNIVERSIDAD DE MÁLAGA

Shiatsu is a Japanese word meaning “finger pressure”. Its historical roots can be traced to China; however, it evolved into a distinct art in Japan over hundreds of years. Unlike most Western forms of bodywork, Shiatsu is usually performed on a mat on the floor. The practice of this Japanese term usage offers an exotic image to the visitors and evokes a stereotype of Asian culture highly appreciated among the people who look for wellbeing of their body and mind.

The Vichy shower originated in Vichy, France, a traditional spa town with thermal springs. In the original Vichy shower, clients should lie on a horizontal wet table while a steady stream of warm Vichy mineral water is running along the length of their bodies. At the same time, two therapists, one on each side, perform a massage. In the case of the word “Sharko”, it is a French-designed device widely used in the practice of medicine in the former Soviet Union.

The authors use such terms as “Polyana Kvasova”, “Borzhomi”, “Yessentuki”, “Narzan”, “Naftusya”, “Morshinska” to inform the readers about mineral curative waters, and the way they are used in the therapies.

There are several uses of the collocations “Transcarpathian waters” and “Transcarpathian cuisine”. Transcarpathia is the only part of Ukraine located beyond the Carpathian Mountains. It is a historical-geographic region in southwestern Ukraine, incorporating the southern slopes of the Carpathian Mountains.

In the corpus, loan words are more predominant in gastrolingo forming the register of food and drink in the corpus (Dann 2001). They introduce new cultural-specific concepts related to the culture of the region. The words are taken from the Ukrainian language as a persuasive strategy. The authors give the description of traditional food and drinks presenting the ethnic restaurant “Kolyba”. The old Ukrainian word “Kolyba” means small wooden house. Here are some examples:

> “… the “Kolyba” restaurant. Its colourful interior will help to feel all the uniqueness of this outstanding event for the newly married couple.”
>
> “There are bograch, trout prepared on chargrill, banosh with sheep cheese and cracklings, deruny (potato pancakes) with meet, Verhovyna beans, shashicks (shish kebab), Golubci (stuffed cabbage roll) ...”

In the above examples, the meanings of some loan words are not explicitly provided, but they can be understood by a process of lexical framing activated by the

UNIVERSIDAD DE MÁLAGA

surrounding context (Gardin 2014). By means of naming and translating, the writers try to balance the employment of foreign terms and the consequent strangerhood perspective (Dann 1996) by providing guided interpretations of the foreign elements borrowed from Ukrainian, thus "'protecting' them by making the unknown familiar and desirable" (Cappelli 2013: 359)

The foreign word "vatra" represents the typical aspect of the local traditional Hutsul culture, conjuring up authenticity and cultural depth in the text. It is a Hutsul word and is translated as fireplace. Here is the example:

> "They cook them in the place where the fire (vatra) is and the guests can watch the meal preparation."

In the text, the borrowings can be considered as a powerful foreignizing resource bringing the readers' attention on something that is unique that can "lead tourists and readers in their discovery of the host country" (Cappelli 2013: 359).

Terminology

The writers try to convince the addressees taking advantage of science in this non-scientific material. To achieve the objective of the promotion, they describe the healthcare services in detail with the use of scientific terms, such as "ultrasonic diagnostics", "cardiogram", "drinking therapy", "stonetherapy", "therapeutical effect", "hydromassage", "mineral and artificial baths", "Turkish bath", "vertical bath", "hydrosulphuric bath", "therapeutical shower", "anti-cellulite massage", "balneological procedures", "magnetotherapy", "electrophoresis", etc. Presenting these words, the authors differentiate this health tourism product from others in the market that has become highly competitive. The effect of deploying scientific language makes the text more appealing, as its vocabulary invokes science as a source of credibility.

The treatments are successfully presented, using of the terms for illnesses, such as "gastritis", "gastroduodenitis", "ulcerous stomach and duodenum diseases", "central nervous system and peripheral nervous system diseases", "cardiovascular system diseases", "gynaecological diseases", "upper airways diseases", "orthopedic apparatus diseases", "asthenic syndromes", "neurasthenia", "vegetative vascular dystonia", "ischemic heart diseases", "hypertension", etc. The following example is taken from the corpus:

UNIVERSIDAD DE MÁLAGA

> "Besides that they use 'Polyana Kvasova' the mineral water for treatment of hepato biliary system (hepatitis, cholecystitis, etc.), pancreas (pancreatitis), urinary excretion system (oxaluria, uraturia), metabolism diseases (pancreatic diabetes, podagra), favours the hepatocyte renewal (hepatic cells), destroys the possibility of lithogenesis in gallbladder."

There is an anatomical terminology usage in the health tourism register of the text, for instance, "blood supply", "muscular tissues", "central and peripheral nervous systems", "blood pressure", "microflora". The medical professionals are presented with the terminology for medical staff, for example, "doctors", "attentive nurses", "physiotherapists", "rehabilitation specialists". As we can see, the healthcare team includes many different practitioners; this shows that the resort has a lot of staff dedicated to health services, even very specialized. As a result, the resort acquires a hospital level. Moreover, it is worth noting that the authors use the modifier "attentive" with the word "nurses" to show the closeness and dedication of this staff as it is especially important for patients. Nurses have more continuous contact with patients, and they turn to them when they have a problem.

The writers make use of terminological specialised units taken from science when promoting properties and benefits of different types of water, as in the following example:

> "Its unique chemical composition is hydrocarbonate sodium bicarbonate boric waters of Borzhomi type. The salt load is from 6,5 to 12,0 g/l that differs with the natural content of healing carbonic acid."

These highly lexicalised terms contribute to accuracy and truthfulness in reporting medical knowledge as discipline. Consequently, the services are immediately raised to the scientific status, as they are the result of research and clinical tests that support their effectiveness. As a rule, science evokes positive thoughts in people. Accordingly, the services elicit these feelings in the readers as they are advertised under such scientific perspective. It creates a favourable impression of the therapies, enhancing their good qualities for the potential patients. Some of these terms are not familiar to the potential guests, and there is no explanation of them. Nevertheless, the technique gains the readers' approval, even though science is beyond their full understanding. The most important component of this sample is the adjective "unique" that speaks of the exclusivity of the mineral water this establishment deploys in the

UNIVERSIDAD DE MÁLAGA

treatments.

A great number of terms are related to the hotel terminology, such as "spa-centre", "restaurant", "single room", "double room", "suite", "apartment", "guests", "air-conditioning", "lobby-bar", "balcony", "parking", "pool", "gym", "bathroom unit", "toilet", "lavabo", "shower cubicle", "hairdryer", "bathrobes", "cosmetics", "double bed", "writing table", "sofa", etc. Some terms belong to catering, for example: "dietic meals", "gourmands", "cuisine", "dish", "meal preparation", "banquet", "menu", "restaurant", etc. Through this terminology, the promoters attempt to lure the readers and convert them from the potential into actual clients, as they are invited to come and experience these commodities at the resort.

Some abbreviations are found in the text's terminology, they are common items for tourism discourse. The following are abbreviated forms used for some terms in the text: "SPA", "TV", "ACT" standing for automatic cash terminal, "ECG" being an electrocardiography. Moreover, the author uses the abbreviations "BB" and "FB", which are also common items for tourism discourse, to describe the types of nutrition the resort offers. The decoding is following: BB (i.e., bed and breakfast) means that breakfast is included in the price paid for accommodation, FB (i.e., full board) means that breakfast, lunch, and evening meals are included in the price paid for accommodation.

The authors use blends to describe different types of therapies. By combining two separate words with different meanings, they construct some compound words, such as "magnetotherapy", "mydrocolontherapy, "electrophoresis". Since technological trends emerge, new word blends are being created all the time. Therefore, the technique is an effective method to present inventions.

The function of scientific language in the text is to enhance the persuasive power of the website language. The reliable information provided with these specialised terminology and scientific-related terms may influence the potential clients' behaviour and finally move them to purchase the services. Thus, this terminological embedding into the context is accounted for within the framework of persuasion.

UNIVERSIDAD DE MÁLAGA

Stylistic resources

In the promotion, some literary devices are used to create distinctive and pointed effects. It is an important technique that makes the text more exciting to read (Dann 2001). The authors try to engage the audience with the usage of metaphors, hyperboles, similes, metonymy, and personification; they capture and retain the attention of the readers, eliciting their favourable responses. These devices are in the text to help the readers understand the communicated information on a deeper level. At the same time, the technique helps in creating a positive, differentiating, relevant, and credible tourism brand, influencing and convincing the audience to try this health tourism product.

When the authors describe the beauty of the nature where the resort is located, metaphors and hyperboles help create powerful presentations. They are good components to trigger an inspiration in the receivers to make decisions. The verbal forms of metaphors are deployed to build quick pictures in the minds of the readers. These metaphoric imageries are very influential (Phillips & McQuarrie 2009), as they can efficiently shape human thinking. They make a great difference in terms of clarity and impact. This technique takes the complex and makes it simple. The metaphoric language of the website informs, grabs, surprises, and persuades, as mere depictions in this case will not. Here are some examples:

> "Polyana Kvasova mineral water is the pearl of Transcarpathian waters."
>
> "To take a steam bath with the broom is the art."

The authors also resort to exaggeration in the promotion. The hyperbole method works to evoke strong feelings and to create a positive impression in the readers. Using verbal hyperboles, the writers show how the visitors can gain excellent benefits from this health tourism product. The examples of this characteristic are the following:

> "… mysterious and clear untouched nature among thoughtful and covered with the tender clouds mountains."
>
> "Only in the mountains you can observe the lost clouds and you can see how the sky is below the earth. "
>
> "You will dip into the sea of style and sensation."
>
> "It is hard to name all diseases that are banished with these brooms."
>
> "… new discoveries of magic Carpathian land."

UNIVERSIDAD DE MÁLAGA

Such hyperbolic claims are used to attract the would-be guests. The promoters do it not with the facts about the promoted services but with strong exaggerations that are not intended to reflect the truth. For example, the words "magic" and "mysterious" stand for powerful linguistic means which fuel imagination and arouse desire to experience the described world.

A large presence of comparison is found in the text related to the description of waters and the proposed treatments. It allows the prospective clients to feel closer to the destination. This technique is also helpful to communicate complex or abstract ideas. With similes, the authors try to compare different things, communicating the ideas quickly and incorporating vividness into what is said. Look at the examples:

> "Our water has the effect on the gallbladderis contractation as good as Naftusya and Morshinska waters."
>
> "It is like 'the elixir of life' that can make miracles of healing and renovation."
>
> "After the first procedure you are like flying on the wings."
>
> "Washed in a bath as born again."

Metonymy is used in the text to represent "Solva" resort' staff. Communicating by associations, the authors give relevance to the resort, which acts like "a well-oiled machine". The examples are following:

> "The type of Solva Resort & Spa hotel complex gives the opportunity ...."
>
> "Solva Resort & Spa proposes the original and extraordinary wedding celebration."

Also, there is a presence of personification. Using this figurative language, the authors assign the qualities of a person to the subjects they present, which are not alive, such as nature or the commodities of the resort. The examples taken from the corpus are the following:

> "Everything here is filled with respect to the private life and rest."
>
> "The reigned here atmosphere is the atmosphere with natural cordiality and sincere hospitality."
>
> "These landscapes charm you with its naturalness and uniqueness."
>
> "At this place everything reminds you about peace and conciliation that helps to the complete recovery."

UNIVERSIDAD DE MÁLAGA

The authors make use of a rhetorical question in the text to emphasise the beauty of the region where the resort is situated. It, consequently, provokes the desire in the readers to see it. The rhetorical question is used as a different method of issuing commands; it is a forceful statement that can evoke the readers' action. In other words, this literary technique is not real question, as the answer is implicitly embedded in the utterance. Look at the example:

> "The person can be the closest to the sky in the mountains. On the hills you can see the lost clouds. They are so low that it seems you can jump and reach them with your hand. Where else can you see the sky is below the earth? That is possible only in the mountains."

Syntactic aspects

Conditional sentences

The promises are also expressed within real conditional sentences; they state general truths and point to real facts in the text. Using conditional structures, the authors give the alternatives that are the best solutions. According to the promoters, opting for the proposed actions results in benefiting any client seeking a good rest that contributes to his or her wellbeing. The technique also helps create goodwill of the destination and gain customers' loyalty. Look at some of the examples below:

> "If you choose our hotel complex, you will get the advantageous offer that contains prices that correspond to the quality, individual approach, pleasant bonuses, transport delivery solution."

> "When you see the room, you will want to return there again."

> "If you are interested in losing weight and fighting cellulite, the Sharko shower is what you need."

Interrogative sentences

Finally, the last verbal persuasive strategy intended to focus on the readers is the use of interrogative sentence. The authors pose only one question in the corpus and answer it. The technique evokes the sense of personal communication in the readers. The following is the interrogative sentence taken from the corpus:

UNIVERSIDAD DE MÁLAGA

> "There is no reason to argue what is better for health, bath or sauna? Better is that gives maximum pleasure and feeling of comfort."

Technically, it is an alternative interrogative sentence that is designed to offer two choices in the context of the question. The word "what" sets up the direct question that is embedded in the declarative sentence. The purpose of this sentence is to report that the customers are given freedom to select services according to their needs and wishes. The answer, which immediately follows the question, proves this fact, appealing to the emotions of the readers through the positive words "pleasure" and "comfort".

The method causes that the readers cooperate with the text having their own individual situation in mind. It arouses interest and curiosity of them to draw their attention and leave deep impression.

4.2.3.2. Typographic signifiers

Turning to the aspects of visual design, it is important to discuss the presence of paralanguage with its influence on the readers (Hannah 2019). There are no utterances in the text that lack paralinguistic properties; each of them possesses its textual paralinguistic properties. On this website, the use of typography in the verbal element is very simple; the meaning potential of typography is dismissed by choosing a minimalist pattern of use, instead of making typography interact with other modes in a more extensive way.

The verbal messages are written in letters of different sizes and thicknesses. The technique incorporates a visual hierarchy enabling the readers to quickly look through the content and identify the key components of the text. It is useful for those readers who have paucity of interest or time to read the entire content word-by-word. The following image (Figure 38) demonstrates the impact of the visual hierarchy of the promotional material.

UNIVERSIDAD DE MÁLAGA

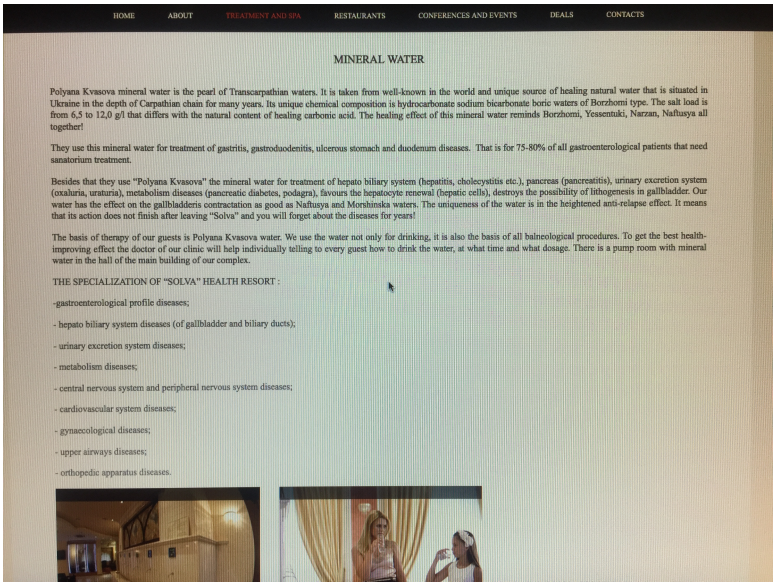

Figure 38. Visual hierarchy in the corpus of "Solva" resort website

The capitalized fonts serve as an emphatic device to the headlines; it is used to draw the readers' attention to them. This visually stimulating and eye-catching strategy helps divide and reinforce the messages of the text and, consequently, intend to attract the audience with provided information.

The black type on the white background is a good solution. The black colour of the text type influences the readers' minds by helping create the feeling of power, boosting confidence in what is written, and increasing the sense of possibility and potential. Hence, the text is perceived as believable and truthful for the audience. At the same time, the juxtaposition of white titles and a dark background is an effective choice, too. Determined by the colours white and black, this contrast seems to be favourable for reading. As the font and the colours successfully interact with the background, the authors do not apply any special effects on the titles in order to highlight them.

The text is legible and easy to read and, consequently, comprehend. The authors use simple font that seems to be appealing and trustworthy. The promoters appropriately use paragraph spacing, the spacing between line, font size, and letter spacing. All these components ease the flow of reading, making it engaging and pleasant. Thus, the simple typography choices effectively contribute to the persuasion of the promotion, lending probability and trustworthiness to the text.

UNIVERSIDAD DE MÁLAGA

4.2.3.3. Visual representational types and signifiers

Building "Solva" brand, the authors do not only linguistically include the development of the identity, messages, and brand promises, but also embed these marketing constituents via strategies for visual components. In the corpus, there are different types of visual representations used to enhance the content. The website is created and enriched visually through photographs, 3D tours, abstract images, maps, symbols, and icons. These visuals complement the verbal material and support the points the promoters make with the written text. They are helpful in adding value to the promotion. Due to the used visuals, the content is interesting and engaging for the visitors; moreover, they help the resort stand apart from the competition.

The website includes a total of 247 pictures of different size, shape, placement, content, and style. As for the content, 151 pictures feature the interior hotel conveniences, nature is visible in 7 photos, and medical treatment is the subject of 38 images. Therefore, hospitality is then the main commodity visually articulated. Human beings appear in 90 photos: 9 of them display hosts, 50 guests, hosts and guests are staged together in 24 photos. The pictures are of higher modality, as they are high-resolution professional photographs.

The viewers are offered 3D tours to visit the place remotely and Google maps to visualize the location of the resort complex and its premises. And finally, generic icons are used to identify language buttons and links to online social networks.

Logotype

Three versions of logo are found on this website (Figure 39). These visual marks are a piece of "Solva" brand; they showcase the character and essence of it. Through this visual communication, the promoters identify the resort and its services and distinguish this establishment in the competitive world. The three graphic elements seem to be easily recognizable symbols that form part of the visual identity of "Solva" resort.

UNIVERSIDAD DE MÁLAGA

Figure 39. Destination brand logos in the corpus of "Solva" resort website

The logos of the destination are clear and attractive. The first logo occupies the top-middle position and pops up in a form of a small flag on each website's page. It grabs the users' attention each time a new page is opened. The logo incorporates the symbol of a crown that is a distinct indicator of royalty and resembles the luxury facilities and exclusive services of this place. Both the colour black and the crown evoke the associations related to power. The verbal message of the logo is the resort name, the village name in Cyrillic where the resort is located, and the field of the provided services. There is also a sign of an acorn in the middle position that is probably used, according to the belief of that region, as a symbol of prosperity. The black background provides a feeling of formality and serves as a good contrast to the white and red letters. The logo supports the message of the website about a luxury destination designed for those who value the supreme quality standards.

The second logo is an extract from the main logo that solely incorporates the wordmark. The representation of the wordmark becomes a visual symbol of the destination and is used for purposes of identification and branding. The organization name is presented in English and incorporated as a simple graphic treatment to create a clear, visually memorable identity.

The third version of logo is totally distinct from the previous ones. It has a form of a round seal and is located on the final page with the contact information of the resort. It creates an impression that the website is a document and it is sealed for being authenticated and formalized. It brings the feeling of formality that boosts confidence with the site. The logo contains the same verbal message as the main logo does. The emphasis of this graphic element is on the nature aspect of the place. In the middle position, we find a symbol of mountains, a spring water fountain together with two

UNIVERSIDAD DE MÁLAGA

acorns and oak leaves. Throughout the major cultures of Europe, oak trees have been held in high esteem and are known as a king of forests for their strength and longevity. By incorporating the elements of this kind of tree, the promoters try to bring the feeling of honour, power, wealth, and pride. It creates the image of comfort and enjoyment in the readers and, consequently, serves as a technique to engage the potential consumers.

Each logo on the website is the brand element functioning as a visual symbol that represents the destination. The logos are consistent with other elements of the website that highlight the luxurious characteristics of the resort and articulate nature as being a core element in health-oriented tourism. The logos enhance the curiosity of the message receivers and invite them to experience a high level of services and explore natural areas within the region.

Photographs

As soon as the users land on the resort's homepage, they are pulled in further by big welcoming and high-quality images, showcasing the impressive halls and luxurious amenities of the resort (Figure 40). The viewers perceive the dimension of luxury through plastic sings, such as the forms of the depicted iconic messages, for example, vast spaces, chair covers, amazing curtains, comfortable armchairs, cosy places in front of the fireplaces, etc.

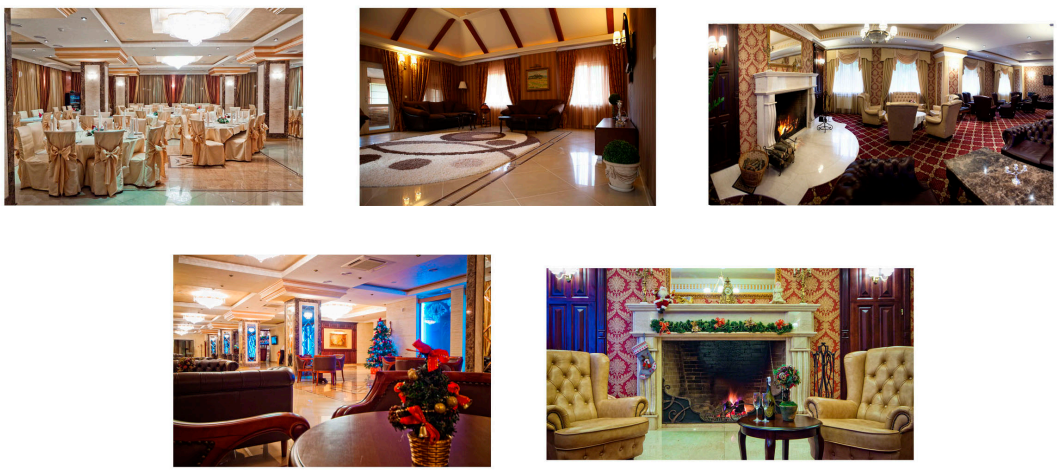

Figure 40. Homepage main images in the corpus of "Solva" resort website

UNIVERSIDAD DE MÁLAGA

In terms of the horizontal angle of the photographic shot, the photographs are taken from a frontal angle, projecting a message of inclusion (Kress & van Leeuwen 2006). It means that the represented images are a part of the viewers' world. The shots from an eye angle create a more familiar contact with the users of the website. Moreover, the photos do not feature any human presence signifying invitation. Consequently, the viewers are offered to enter the represented spaces and experience a luxurious rest there.

The pictures' silent element is their size. This area keeps visitors' attention, as the pictures are presented as more important than others. These first photos activate the affective responses of pleasure and interest to read on.

Scrolling down the homepage, the viewers are offered the information on the accommodations at the resort (Figure 41). The information is presented with linguistic and iconic messages. The accompanying linguistic messages act as anchorage to denote the names of the rooms. The authors present the photos of the rooms according to their types. Thus, the readers can select one without any additional questions that makes the conversion rate much quicker.

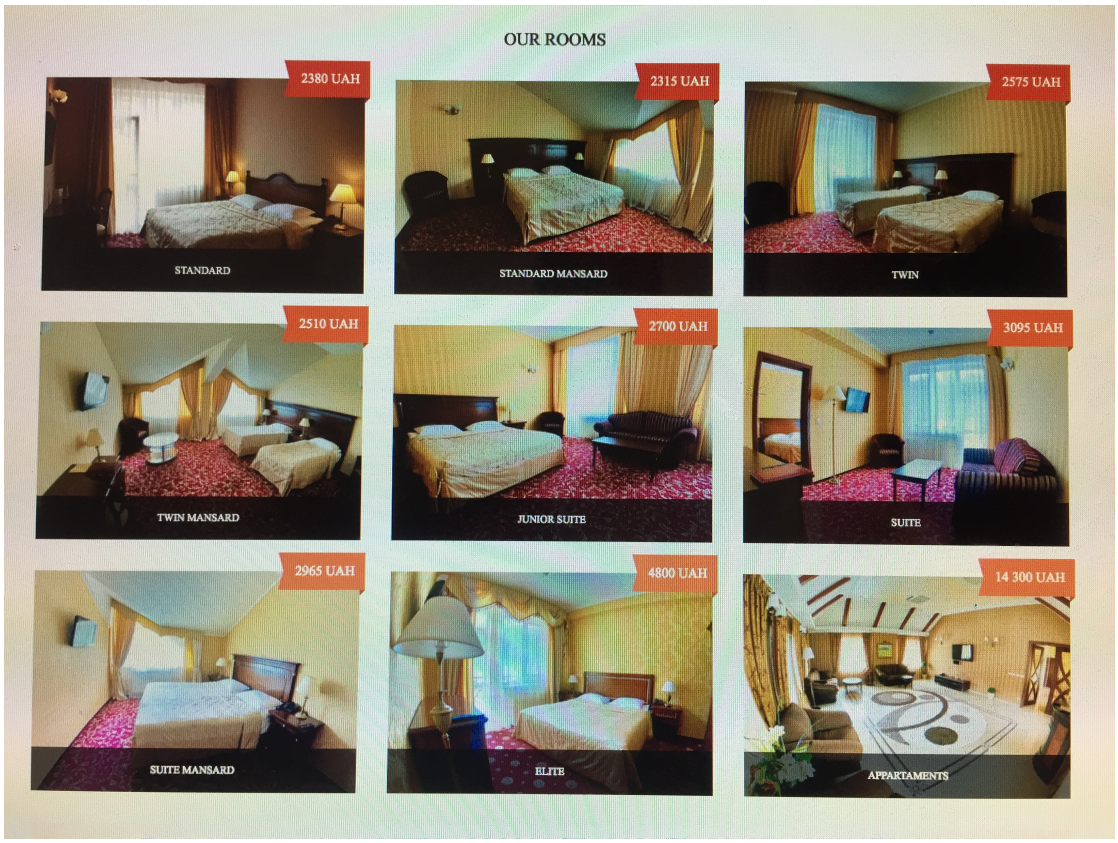

Figure 41. Images "Types of accommodations" in the corpus of "Solva" resort website

UNIVERSIDAD DE MÁLAGA

The conceptual structures of the pictures are represented through iconic signs, such as bed, window, sofa, carpet, small table, etc. All these messages bear the symbolic meaning of comfort that comes from the plastic signs, such as the forms of depicted iconic messages; for example, a big bed and the way it is made. As far as the colour system is concerned, each room has its own shade of brown. The colour brown is associated with natural and organic produce and anything related to healthy lifestyle. As the colour is grounding and supportive, it has a stabilizing effect on the audience and supplies a feeling of wholesomeness. In marketing, brown is also associated with trustworthiness and nurturing (Singh & Srivastava 2011). One recent study on how adults perceive colours showed that more females than males chose brown as their overall favourite colour, but it was still one of the three least favourite colours for both genders. Brown was the second colour choice for both men and women for their living rooms and the fourth choice for their bedrooms (Bakker, van der Voordt, Vink, de Boon & Bazley 2015).

Therefore, in these pictures, brown brings to the readers' minds feelings of warmth and comfort, and it evokes a feeling of calmness and security in the audience. Hence, the accommodations can be associated with a place that is appropriate for healthcare procedures. Dark pink is a highly visible colour here that can focus attention quickly and get some viewers to make quick decisions.

The pictures are welcoming. The medium-long shot creates a middle distance between the participants. The photographs are taken from an eye angle that encodes intent to involve the viewers. Therefore, the users of the website are invited to look at the accommodations from within. The images portray no characters, meaning that the viewers are invited to enter the featured spaces and enjoy the depicted conveniences that transmit cosy atmosphere.

The section "Services" presents nine photos featuring a gym, a billiard room, and tennis cords (Figure 42; Figure 43). The viewers are offered to have a rest through realizing the corresponding dynamic activities. The represented participants of Figure 42 and Figure 43 are well-equipped amenities. They are positioned at eye level and very close to the viewers to invite them to enter the spaces and experience this type of rest.

UNIVERSIDAD DE MÁLAGA

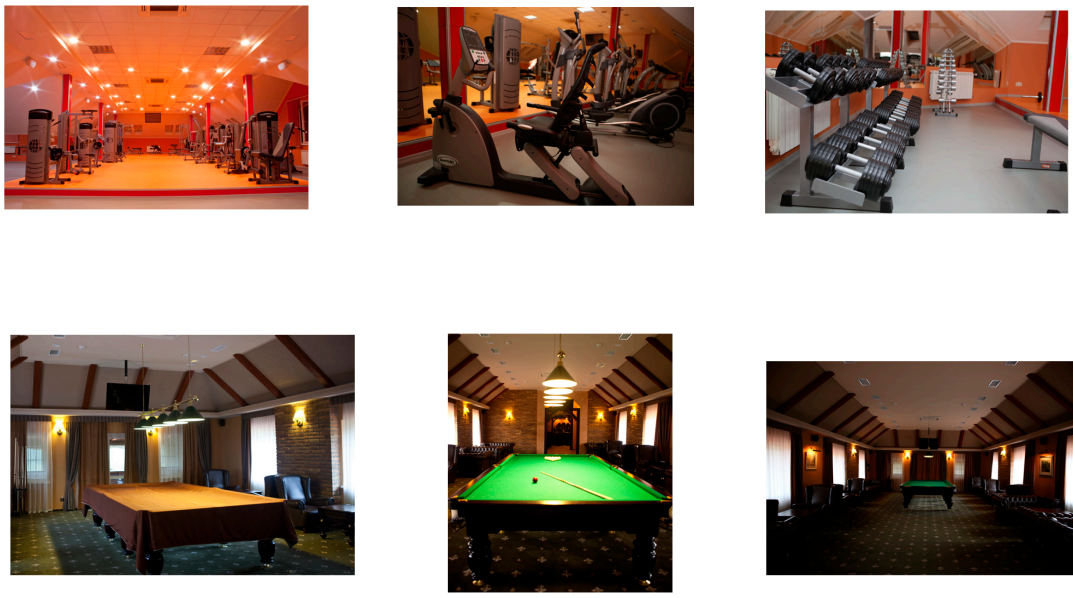

Figure 42. Images "The gym and Billiards" in the corpus of "Solva" resort website

The photos featuring the tennis cords depict the important attribute of the resort. The authors chose to use trees images to represent the nature aspect of the resort (Figure 43). The tree icons function as signifiers of forests and greenery of the Carpathians' landscape. The decision to represent nature with greenery symbols shows that the promoters' purpose is to appeal to the travellers living in the cities and for whom greenery seems to be an exotic attribute. In the pictures, nature surrounds the entire cord as a frame in order to show the deep relation between the resort and natural environment. The scenery evokes only positive emotional responses from the observers that are enhanced with the idea of physical activity in natural settings.

Figure 43. Images "Tennis cords" in the corpus of "Solva" resort website

UNIVERSIDAD DE MÁLAGA

The authors provide professional photos in the section about the treatment at this establishment, presenting a wide variety of medical procedures and health improving services (Figure 44). This photography has a clear and important use for this healthcare organization, as almost nobody wants to read texts about illnesses and how they are treated. So, the authors accomplish this through imagery. The visuals make it easier to comprehend this kind of information. Documenting the medical procedures, the pictures showcase the high-quality care that the patients can receive at the resort. Using these pictures can influence both perception and interpretation and can impact the decisions of the viewers that seek healthcare.

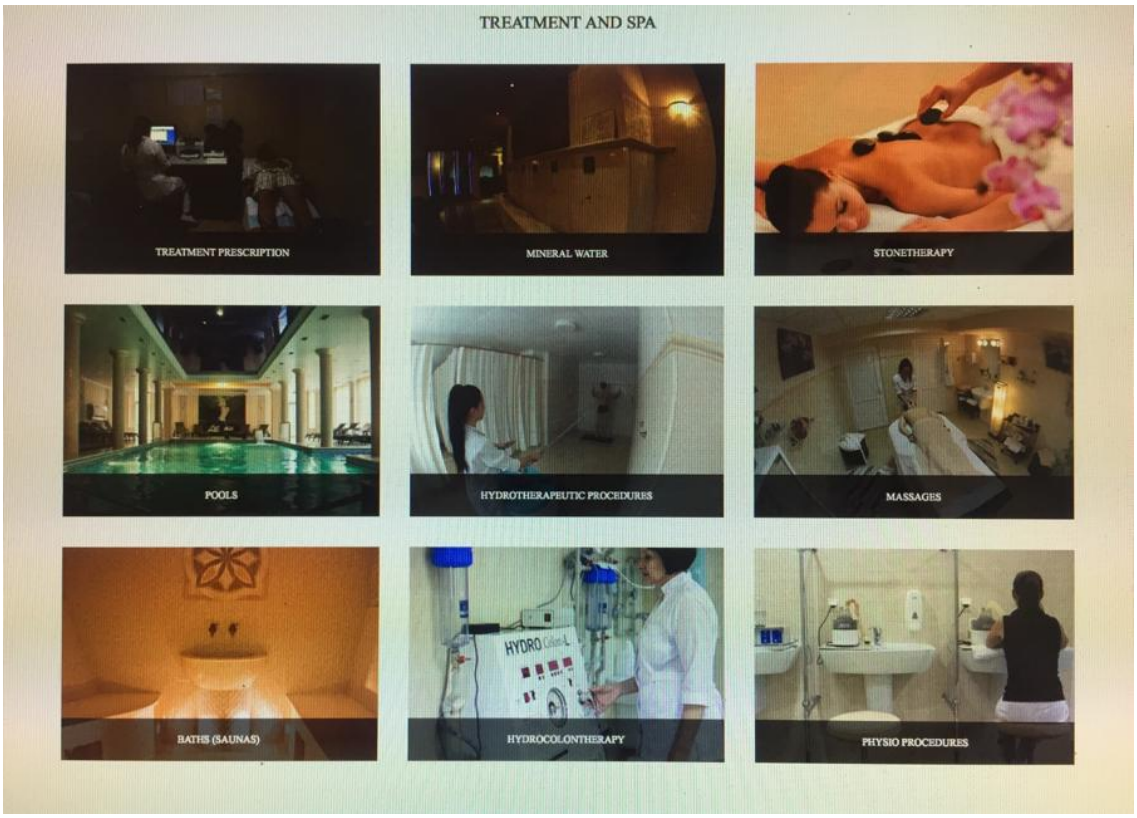

Figure 44. Images "Treatment and SPA" in the corpus of "Solva" resort website

Most of the images of the section are displayed at a close and medium distance, depicting the resort's Spas and medical services. The photos provide information about indoor areas and facilities for swimming, taking different saunas and bathes, getting massage therapies, etc. At this distance, these facilities and services are shown to encourage the viewers to visualize what they can afford if they book the services at the

UNIVERSIDAD DE MÁLAGA

resort. The pictures maintain viewers' attention to the objects; meanwhile, the linguistic messages function as anchorages for them to direct the readers towards the meanings chosen by the authors. For example, the linguistic message "Stonetherapy" concentrates the readers' attention on the black stones that are used to some kind of treatment.

The photographs illustrating the medical treatments enrich the promotional message of the website. As a part of the marketing message, they depict positive outcomes and benefits the prospective patients can gain. Health information is considered amongst the most sensitive and personal information. According to Figure 45, the photos make the audience feel the emotion of pleasure or imagine an improvement of their ailments that is a persuasive technique to achieve the marketing goals. These well-designed photos tell the would-be customers that the services will make them feel better and special.

Figure 45. Images of the hydrotherapeutic procedures in the corpus of "Solva" resort website

The pictures are the documentation of the patients, medical staff, medical procedures, and medical devices of the institution. The appearance of people is visible in all these photographs (Figure 45). The photographs of the patients are obtained within the doctor-patient relationship. The photos of these people are a good idea, as the viewers will respond to the images that represent them. Moreover, the images show a full body in the context, featuring the entire treatment processes to transmit a relaxing and beneficial effect of the medical services. The photos presenting the hosts are narrative

UNIVERSIDAD DE MÁLAGA

structures, the actions of which signify enjoyment for the would-be patients. These pictures improve the comprehension, as they record the work of the healthcare professionals to assist in showing a realistic view of the services with these real-life images. These eye-catching visuals with concise and powerful messaging are valuable information that provides an awareness for the viewers and establishes rapport with them, developing trust in the organization.

It seems that the photographs featuring the therapeutic procedures were taken secretly and the people depicted in them did not know about it (Figure 45; Figure 46). As a result, no contact is maintained; so the viewers are not invited to enter the therapeutic rooms and make any interaction with the participants. In this case, the represented participants are depicted as the subjects to be observed. The pictures suggest that the visitors can only be passive observers, and they are not offered to directly participate in the procedures. However, the viewers get the idea of how the treatments are performed and can imagine themselves in these circumstances. These high-quality images create a sense of reliability with the viewers.

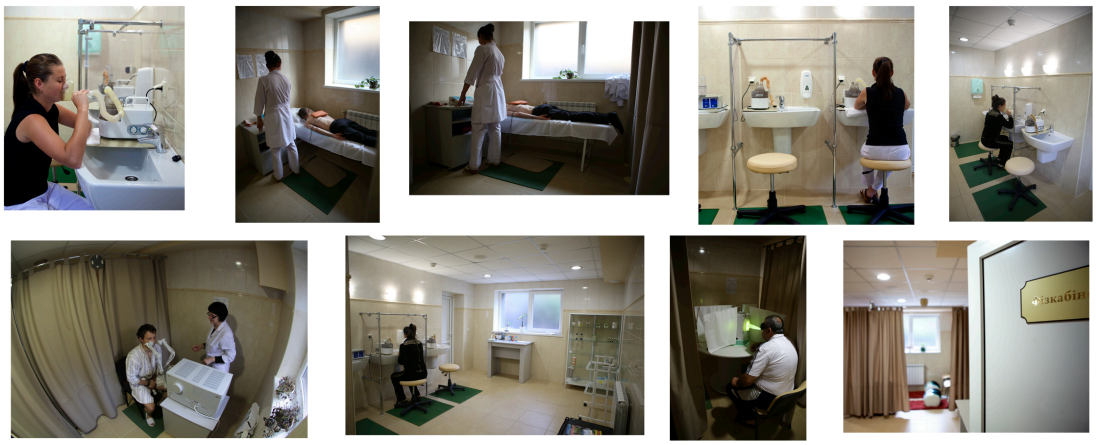

Figure 46. Images of the physio procedures in the corpus of "Solva" resort website

The section "Baths (saunas)" has three pictures (Figure 47). The viewers are invited to have a rest through calming activities. The photo, where a man is captured inside a wooden barrel sauna, implies demanding engagement from the viewers and establishes an imaginary relation with them. Generally, most people look for recommendation before making purchasing decisions. This kind of picture is a perfect way to feature

UNIVERSIDAD DE MÁLAGA

testimonials from the patients. Showing this healthy and approachable man in the realistic environment can create a positive connection with the viewers and develop trust in the services of this healthcare organization.

Figure 47. Images of the baths (saunas) in the corpus of "Solva" resort website

The represented participants in the following photos are bath and sauna rooms (Figure 47). The plastic visual signs, such as the colours and forms of the depicted rooms, present a perfect balance of luxury and comfort. The images are presented at a frontal and medium angle. The frontal horizontal angle implies a strong sense of involvement between the represented participants, which are the rooms in this case, and the viewers. The medium vertical angle of the represented participants in these images generates a sense of equal power between the represented participants and the viewers, because the viewers are also able to look at the represented participant at an eye level. It generates an impression that the observers can enter these rooms and experience the promoted services. Therefore, the viewers are offered to imaginarily take a break and get some rest with these SPA services.

The section "Restaurants" offers to view the restaurants of the resort complex. The long shots of a full dining room invite to view the resort's beautiful restaurant without guests in there (Figure 48). The empty dining room shots highlight the interior design. The restaurant interiors are clean, white, and crisp. In some of the photos, the interactive participants have an invitation to enter the represented space, as there is no

UNIVERSIDAD DE MÁLAGA

human presence in the pictures. However, there are two pictures that feature a woman and, probably, her daughter. These interactive participants indirectly address their viewers, thus providing an offer. They are the objects for contemplation. Their facial expressions definitely transmit the meaning of happiness and joy. These photos are some kind of testimonials and create the situation in which the observers imagine themselves in the place of these presented guests. The photos start letting the viewers enjoy that experience before they arrive to the resort.

Figure 48. Photos of "Solva" restaurant in the corpus of "Solva" resort website

To make that online experience more enticing, the promoters introduce the pictures of delicious looking cuisine. This beautiful food photography is undoubtedly an art form. The authors try to maximize a viewers' appetite appeal through these drool-inducing photographs. The close-up photographs are a good way to present food; moreover, it reinforces the authenticity of the place. The authors take multiple angles, offering the viewers a variety of shots, which make the cuisine and drinks much more appealing. The observers perceive them as delicious, and it leads to thinking that they can also taste them that way. This initial visual impression can make a positive psychological impact on what the users of the website think of the food this restaurant offers.

These photographs are an opportunity to address travellers that search for unique and memorable eating and drinking experiences. The images reach not only to their feelings, but their stomachs as well. The promoters want these photographs to make the

UNIVERSIDAD DE MÁLAGA

viewers hungry and make them need to visit this establishment and try those dishes and drinks for themselves.

The images, depicting the restaurant personnel, are close-ups. These focused images lead to a close social distance and involve the participants in an informal relation typical between friends. In the demand photos, the images of the waiters generate a strong sense of involvement, and it seems as if the viewers can converse with the represented participant. The waiters create a certain professional image of themselves due to the indications of the iconic visual signs, such as their uniforms. They are depicted as friendly, warm, and at the same time experienced workers.

The authors let the would-be visitors know who the restaurant stuff is and how the restaurant will provide them with food services. The marketers make the viewers feel like a member of this event through the pictures that directly communicate them only positive messages. The purpose of these pictures is to build trust. The authors want the viewers to become familiar with this restaurant and the faces from this organization. It makes the observers feel connected with this place, as there is no better way of gaining their trust than by connecting with them on a personal level.

The following photographs are a representation of "Kolyba" ethnic restaurant that is made in Hutsul traditional style with its original design (Figure 49). Being a tourism commodity, the typical and authentic aspects of the local culture are the focus of these images, not food. The authors undoubtedly want the restaurant to look genuine to the viewers, so they create content that reflects this place. The decoration of the restaurant communicates that they serve ethnic delicacies of that region in the natural local culture setting. In this case, the audience is offered to experience things that are different from tourists' own reality (Dann 1996); the technique helps in influencing their motivational processes (Litvin, Crotts & Hefner 2004).

UNIVERSIDAD DE MÁLAGA

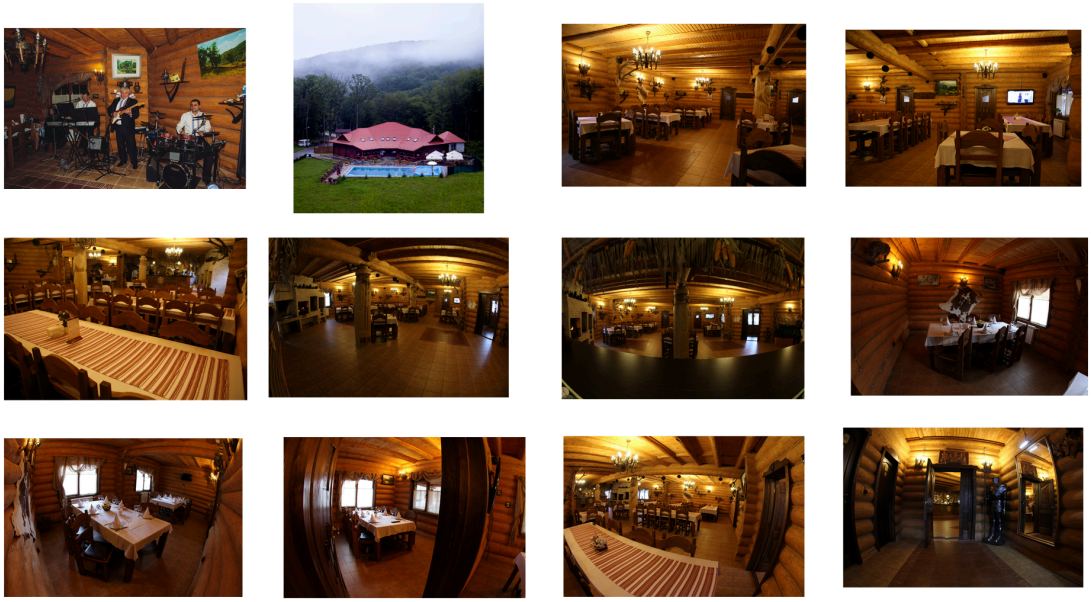

Figure 49. Photos of "Kolyba" restaurant in the corpus of "Solva" resort website

The interior of the restaurant is depicted in dim lighting. Generally, dim light encourages customers to stay longer and spend more. In the pictures, it seems that the depicted area has a cosy and more home-like atmosphere that may improve the viewers' liking (Cialdini 2001). Moreover, these dim-lit pictures might help set the mood for a luxury dining experience.

The picture of musicians enhances the cosy atmosphere of the restaurant and can activate affective responses of pleasure and interest. The rooms again are depicted as empty and waiting for tourists' presence. The frontality and medium shots invite the viewers to engage and enter these spaces (Kress & van Leeuwen 1996). Moreover, the long shot invites to view "Kolyba" restaurant, which name signifies a small wooden house, from a distance.

Another interesting visual technique found on the website is putting some static shots in action, making the pictures seem even more enticing to the viewers (Figure 50; Figure 51). The celebrations visually depicted on this website are also a part of the cultural elements of the destination.

UNIVERSIDAD DE MÁLAGA

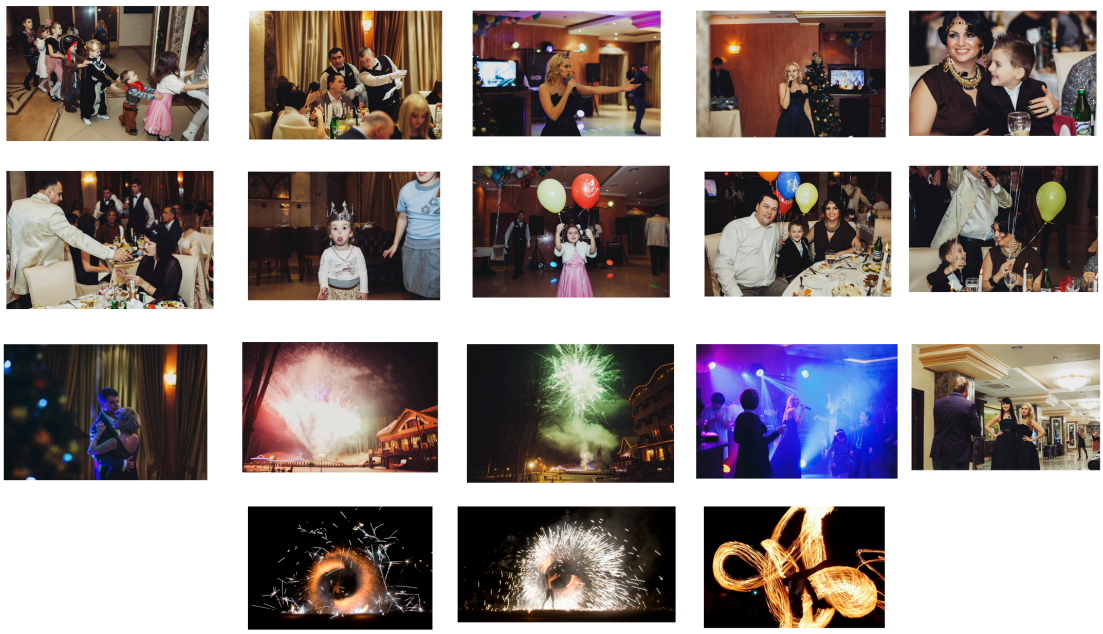

Figure 50. Images of the page "Celebrations and banquets" in the corpus of "Solva" resort website

Figure 50 portrays dynamic activities with their vibrant atmosphere. It signifies that a quiet stay at this resort can sometimes be turned into spending a funny time. The photographs feature narrative structures. The depicted elements are the guests, hosts, and special lighting effects designed to impress the spectators. The participants of the events are the focal points of the photographs, as they are at the centre of each image. Different vectors are formed by these elements that help the viewers understand that it is a celebration. The pictures depict participants actively taking part in different activities. The most important aspect of these images is that there are children in them. It is a significant attraction as the small guests may have fun as well. The viewers can see that there are many guests participating in this event, and it signifies that many people regard this place.

The wedding images create an appeal for those tourists who are planning to get married (Figure 51). These pictures depict a calmer atmosphere with a couple walking round the resort. The represented participants have happy facial expressions, as they have just got married. Therefore, the viewers can obtain an idea of how a wedding can look like if they decide to celebrate it at this health resort. Even though these pictures present this exciting and happy event, the main idea of the photos is to present the resort's premises.

UNIVERSIDAD DE MÁLAGA

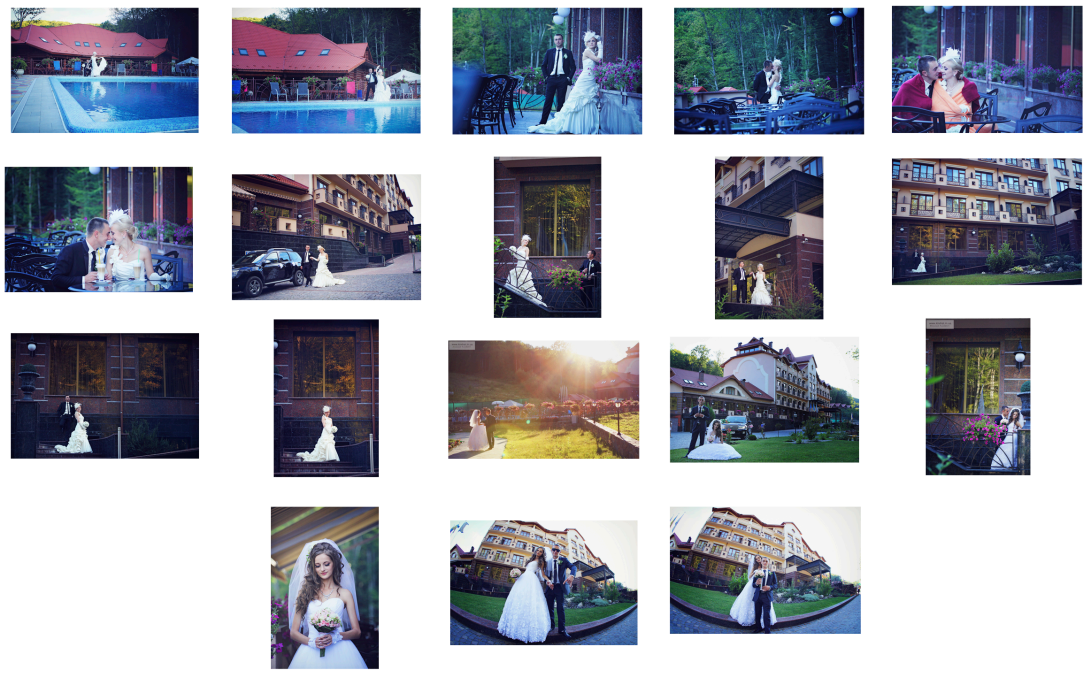

Figure 51. Images "Wedding celebration" in the corpus of "Solva" resort website

The shots that show the facilities at the stages of being enjoyed add an extra element of storytelling to the stillness of the empty restaurants and untouched nature surrounding the destination (Figure 50; Figure 51). Therefore, the viewers can feel like they are already enjoying a visit to this health resort complex.

The next section "Deals" presents photos of wooden houses and a cottage (Figure 52; Figure 53). Visual information in these photos is presented for those who seek peaceful places for solitude. The absence of human beings reveals intent to invite the viewers to explore calm settings that can offer comfort and peace. Moreover, the houses are made of logs that give them a characteristic appearance. Usually, wood houses mean prestigious and eco-friendly places to live in, since wood is a natural and human healthy material. It positively impacts on the respiratory tract and lungs of people living in such homes. These ideas are ably embedded into the photos of this section. In addition, the warm and natural wood colours in the photos (Figure 53) can positively influence state of mind, soothe nervous system in the viewers, and create friendly conditions for recreation, as wood is a part of nature, it is a beautiful, organic, and strong product provided by it.

UNIVERSIDAD DE MÁLAGA

Figure 52. Images of the page "Wooden houses" in the corpus of "Solva" resort website

The frontality of the depicted elements (Kress & van Leeuwen 1996) suggests that the resort is inviting the viewers to explore the cosy and natural atmosphere of these rooms (Figure 52; Figure 53). The rooms are medium shot that invites them to virtually enter these eco-friendly and human healthy places. Due to the representation of children's rooms, the interactive participants of these photos are also families with small children.

Figure 53. Images of the wooden cottage in the corpus of "Solva" resort website

The lovely outdoor area (Figure 53) is a long shot featuring the cottage in full. The surrounding space is depicted with green and red grass and bare trees images. It signifies that the cottage is located in a natural environment, in a wood. The photograph is taken in autumn probably because of the beauty of the colors of the wood at this time.

UNIVERSIDAD DE MÁLAGA

The picture is neither engaging nor interactive, it suggests observing the area and enjoying the view of a distinctive wooden cottage surrounded by nature. The photograph creates the feeling that nature is inviting to explore it and to contemplate the serene and stunning landscape.

With the visuals of this section, the authors want to transmit the idea that the resort provides an opportunity to have contact with nature that can reduce stress and improve health. These images invite the viewers to escape the highly ordered, stressful environments, and find peace in this unspoiled nature.

On the whole, the main idea that the web-masters want to communicate through the visual presentation is that this place is a chance to combine health therapies and a rest. The pictures of the website convey information that visiting "Solva" resort, tourists can find a balance between treatment and pleasure, nature and culture, tradition and modernity, solitude and entertainment.

Virtual reality (3D tour)

To keep the visitors engaged, the authors offer a virtual reality tour on the website. Using this technology, the viewers can experience the resort remotely. This means that they have a chance to visit the place virtually and experience its surroundings even without being there. The detailed and fast-loading virtual reality environment showcases the features of the location and the details of the services. It delivers information allowing the audience to get acquainted with how the inside of the resort looks and feels like and how it is organized. The tour takes the viewers on a virtual reality experience to the top highlights of the destination, focusing upon the spacious spots and luxurious qualities of the place and the main activities that the guests can expect to enjoy. Through this latest technological advancement, the health resort complex is presented in a more attractive and explorable manner enabling the viewers to get all the information they need in one single experience.

On the website, this type of presentation is used to illustrate the functional nature of the place. It is a unique sensory experience that gives the users an opportunity to embark on an immersive journey through the lobby, stunning marble reception area, hotel's rooms, and exquisitely private accommodations; explore the resort's amenities; take a walk around it; visit the hotel restaurant and see the banquet facilities; explore the

UNIVERSIDAD DE MÁLAGA

spa treatments, private massage parlour, and other areas in a 360-degree virtual walkthrough. The guests can look at the resort's spa facilities and check out all the water activities they can take part in. As the resort is located in a scenic area, the authors make the use of this cutting-edge technology to show-off the resort's surroundings that involve a sheer natural beauty associated with a quiet and relaxing place that provides a sense of peace and rejuvenation.

Technically speaking, virtual reality is a 3D computer-generated environment that looks just like the real world. Therefore, the users of this website can fully immerse themselves in this location, moving within the rooms and outside as if they are actually inside the resort. By displaying how the guests may interact with this environment, the viewers are provided with a first-hand glimpse of what they can expect to enjoy at the resort.

The most powerful characteristic of the tour is that it submits all control to the users; it allows them to explore the destination independently. The viewers can select which images they would like to view and navigate. They can choose in what direction they want to head and what they want to skip. The users can move through at their own pace, looking in every direction from multiple angles to gain awareness of what they are going to pay for. The tour gives the users a power to interact with the images to get a better understanding of the location and the services.

As every visitor has unique needs, they are given an opportunity to interact with the media by zooming in on details or panning up. It is thus a valuable tool to get an in-depth view of the interior. In each room, they can focus on the lighting, flooring, or another aspect of interest to them. They can check out every room and corner with a few mouse clicks. Therefore, this virtual reality presentation is imbued with a personalised feel since the users are allowed to remain within each area for some amount of time before moving on. Compared to the videos and photos of the website, this technique provides a more accurate and realistic experience offering detailed visual information to the potential travellers.

This first-person virtual tour helps the audience interact with the digitally reflected environment of the resort website in like a "try before you buy" marketing strategy. It is an excellent way to represent the entire resort complex and to build a digital rapport with its potential guests. By highlighting the most sought-after features of the place, the authors entice the audience to make a booking.

UNIVERSIDAD DE MÁLAGA

This stunning tour is designed to deliver dynamic, compelling, and powerful visual content, promoting the health resort in a vivid and convincing way. The enjoyable experience helps convey the message that the place is transparent and authentic. The achieved transparency and openness with the viewers can lead to increased trust in the services, making the resort trustworthy. The wide-angle views provide an effective manner to show the viewers how their stay will look like that results in giving them confidence that they are dealing with an honest website with nothing to hide. Thus, it is a useful technique to increase reliance on making a decision online.

Moreover, this innovative and valuable tool generates a higher level of curiosity and maximises engagement, making the website stand out and more attractive. Unlike the texts and still images, this 360-degree panorama helps the audience stay hooked on the website for longer period, thus increasing their retention. The visitors are likelier to stick around and see what else the resort can offer. It ensures they will continue browsing the website to learn more about this place. The more they stay on the website, the bigger changes of them converting into the bookers.

Hence, this high-quality, engaging, and interactive virtual tour helps grab the audience's attention and creates a positive first impression. With the eye-catching features of the tour, the resort becomes more memorable to the potential customers. It increases their willingness to experience the health resort complex for real, thus finalising their decision. Overall, the technique can positively influence the buying behaviour of the viewers and boost the bookings of this health tourism product.

Furthermore, this ultimate marketing tool, which is now very useful for the travel industry, creates a sense of value. By having this interactive media on the website, the resort lets the visitors know that it cares enough to invest time and money in the way to promote its services, thus creating an additional value for "Solva" brand (Zakharova 2020b).

Google maps

The promoters employ Google Maps to make it more convenient for the users to locate the resort complex (Figure 54). This tool is more than a map; it is a place of discovery, too. Google Maps give the audience of the website access to interactive

UNIVERSIDAD DE MÁLAGA

content that helps find with little effort a way to the destination and get a panoramic view of the buildings and areas surrounding the resort. The Google Maps service offers two map views that the viewers can switch between depending on their needs. In addition to switching from a normal map to satellite imagery, they can overlay terrain information on the normal map.

Figure 54. Images of Goggle Maps in "Solva" resort website

Thus, the potential guests can see the physical location on the map that instantly makes them regard the resort as a greater authority in the marketplace. Moreover, this map shows many opportunities for the would-be customers to have fun and enjoy their time in, for example, the location of nearby places of interest. Giving this visual representation of the location and activities nearby is a powerful way to get the visitors interested in staying at this destination.

4.2.3.4. Sonic types and signifiers

Generally, music on an e-commerce website is not a good idea (Tsang 2007). Even though music provides a great vehicle for creating an emotional connection with people and audio features can build a rich experience, the promoters do not incorporate any background music and sounds into the website in order not to annoy the visitors that may not like it.

4.2.3.5. Layout and design signifiers

The viewers are greeted with a simple and pleasing layout that makes them want to stick around and stay awhile. The website is designed with a basic website layout,

UNIVERSIDAD DE MÁLAGA

recognizable and recurrent; and the pages show the same page structure. Such a simple layout keeps the visitors on the site because it is easy to find important information.

The elements making up the website layout are comprehensible. The content is delivered in such a way that it is easy to identify what the website is about. At first glance, the visual mode is adopted to organise and identify the text structure, fulfilling a textual function. The simplicity of the website layout is in the usage of photos that guides the users towards the written information. The authors set up featured image representatives throughout the website. These images serve to concentrate attention and interest to the focal points expressive of the pages' topics. Also, they stand as the sources of meaning that radiate from the focal points. By clicking the images, the viewers are redirected to further related information. For example, on the homepage, the designers present the accommodations of the resort with their photos that serve as the links to the detailed information. Thus, the site has a clear and simple navigation.

The most important information is highlighted through colour contrasts. Black, which is an organizational and a branding tool in the design of the website, strains the users' attention by focusing it on the key elements of the website. White space is also a tool here to illuminate the verbal and visual elements and to draw attention to the most important points.

The navigation bar is easy to find, it guides the viewers to the information they are seeking in the fewest clicks. Furthermore, the information on the location of the resort, rest, treatment, accommodations, nutrition, and other services at this institution as well on the prices and special offers is coherently organized, creating a meaningful whole.

As detailed above, the site is illustrated with many photographs, varying from one to ten pictures for each webpage. The verbal texts fulfil an accompanying function for them and present a visual hierarchy in their structures. The visual content together with the verbal one provide a meaning path through the sections of the website that guides the users to acting.

4.2.3.6. Cross-modal analysis

The multimodal corpus of the website maintains cohesion between its two

UNIVERSIDAD DE MÁLAGA

semiotic resources. The verbal and visual components of the promotional text are two distinct forms of semiosis, which are different from each other in a basic point (O'Halloran 2008). However, to grasp the meaning more precisely, the users are offered both images and language that function not only independently but also interdependently (Kress & van Leeuwen 2001). The verbal and non-verbal modes appear in such a way that each one does effectively not only its own part but also complement one another. The global message inferred from the promotional text is conveyed through all the involved modes. Thus, this multimodal corpus is an integration of different modes the affordances of which create the intended meaning of the promoters. It makes this promotional multimodal communication powerful (Hull & Nelson 2005).

For example, in Figure 55, the section "Pools" is divided into two parts. The verbal message takes up 1/2 of the composition and contains the descriptive information on the resort' pools; below, the readers are introduced to the iconic messages, which contain the photos of two different pools. The pools as the represented participants of the images are verbally reflected and described in the accompanying text.

UNIVERSIDAD DE MÁLAGA

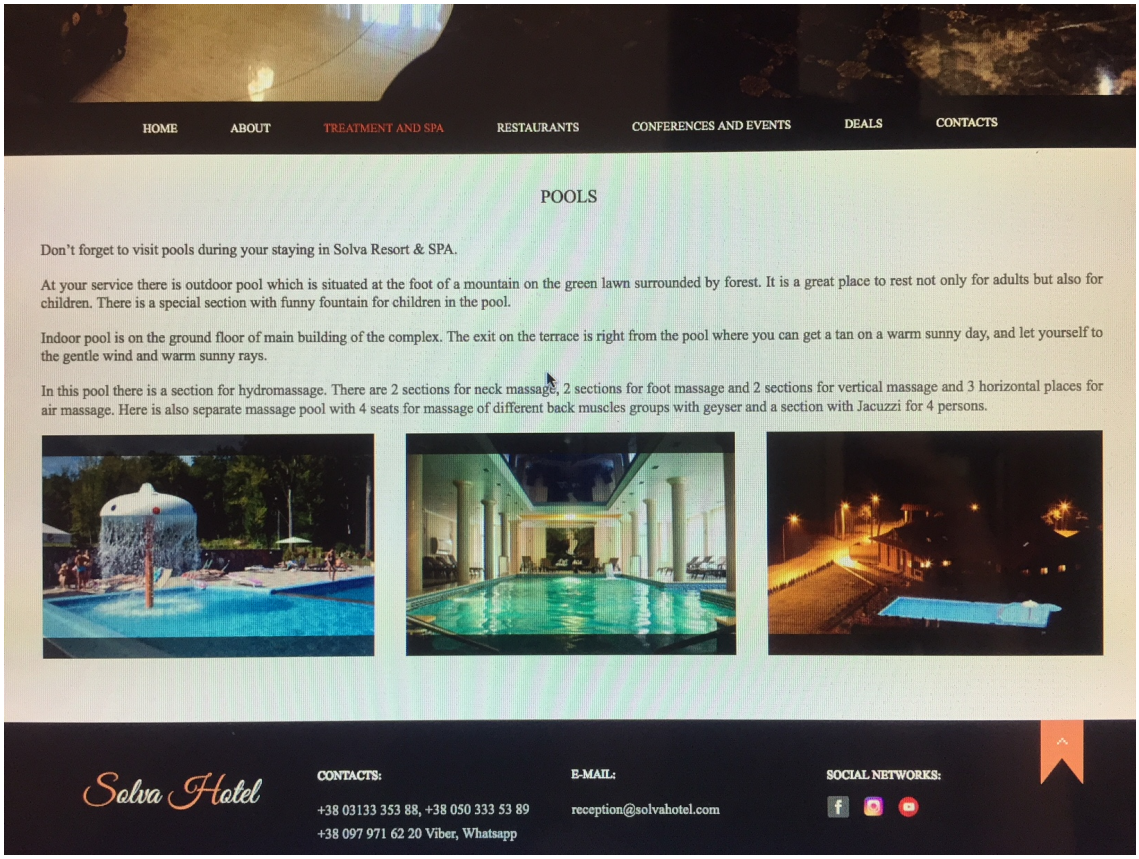

Figure 55. Space of verbal and non-verbal integration in the corpus of "Solva" resort website

The authors present the outdoor pool of the resort in the heart of nature. Visually, it is reflected through green trees that occupy almost the half of the photo. Verbally, this feature is reinforced with the phrase "situated at the foot of a mountain on the green lawn surrounded by forest". The indoor pool is verbally described as a one that has many benefits for health. These qualities are not visible in the photo; however, the viewers can imagine them due to the attractive image of the pool. The third photo is again an image of the outdoor pool but at night-time. The picture has links with the verbal message through the phrase "It is a great place to rest" that enhances the value of the picture.

The combination of the intersemiotic references helps the union of the intersemiotic meanings in this multimodal piece of text (Jones 2006). It provides a greater texture density, as the visual and verbal elements are connected, allowing the semantic layers to be obtained to create clear details. As a result, the cross-link between the verbal text and images leads to more complicated reference patterns (Jones 2006) that, in turn, help increase the promotional power of the section.

UNIVERSIDAD DE MÁLAGA

Almost each section of the website presents pictorial information with its corresponding verbal one. These pieces of content feature strong intersemiotic cohesive links between these two levels. The technique is deployed in order to reinforce the messages of the authors. The fusion of the verbal and non-verbal elements helps them in delivering precise influential information that, in addition, holds an intensive emotional component radiating from the two separate levels.

4.2.4. Embedded point(s) of view or "voice" and implied audience(s) and purposes.

The authoritative voice of the website is "Solva" resort; it projects the image of this destination to the external audience. This voice holds its own point of view; it is very manifest in the text through the usage of the first-person plural voice in the verbal text, the adoption of subjective camera positions in the images, the design elements of the website, etc. The corpus does not present the voices of external parties, so the readers receive the messages from this only perspective. However, Google Maps, in this case, can be considered as an external voice featuring its objective point of view. This tool is integrated to deliver the intended positive effects to the website, as it possesses an ability to express opinions from the technological point of view. The authors make use of it because it brings the beneficial viewpoint of the place that can encourage the users to book the offered services. The tool promotes the health tourism product in a clever and dynamic manner that produces impressions (Zakharova 2020b).

As the first-person narrators introduce the promotional information from their perspective and it is a limited subjective point of view, the readers will only learn what the narrators want them to know. On the other hand, the visitors of the website are guided with the usage of exophoric references. The discursive analysis of the used pronouns revealed that the exophoric reference "you" and its generic forms occur 107 times, referring to the readers who exist outside the text. It discloses the continuous and excessive engagement of the readers into the promotional text. The same function is achieved with the figuratively loaded nouns "children" and "guests".

The communication is set as a conversation between the health resort and the users of the website. In the verbal text, more references have been given on the readers than on the authors. As reported by the discursive analysis, the reference "we" and its generic forms occur 50 times, referring to the resort. Therefore, the authors focus on the

UNIVERSIDAD DE MÁLAGA

readers greater than on the resort itself. The larger number of the references, the more focus on the addressees. It creates a feeling of significance in the receivers of the promotional information and, consequently, can influence them.

The website establishes connections between some would-be guests and the types of the services. For example, there are sections for the audience that needs a treatment. In this case, the readers are targeted according to a treatment they are looking for. Another example is targeting families with small children in the section "Wooden houses". This audience has an opportunity to stay in a house with a kid's zone, cots for babies, and a separate bed for children over 3 years old. These services are promoted for the younger market that are searching for a calm and revitalizing vacation simultaneously.

The activities depicted on the website are suitable for any gender. The authors provide the detailed descriptions of the services that are an important factor for the female audience (Kim *et al.* 2007). In addition, the items evoking the feeling of security and reliability as well as the depicted culture elements are very attractive issues for the female audience, too. On the other hand, the illustrated sporting activities are very appealing for the male audience; however, these sections address both genders (Zakharova 2020a). The communication is available in different languages, thus targeting both the foreign and local audiences.

The purpose of the website is explicitly stated. Targeting the users based on their personal needs, the website tries to transmit an idea that all the guests of the resort can find what they are looking for. To achieve this goal, the authors use promotional and communication-related techniques to induce the reader's interest and curiosity. In the text, the readers are the most important social actors, and the authors concentrate their affords on how to convert them.

4.2.5. Analysis of dynamic information organization and spatial priming strategies

The website is successfully set up; its structure or architecture is designed for an excellent online experience. The content is categorized and linked to enable the users to easily navigate through all the content. The different user interface components of the site help find information and encourage the users to take actions. Any interactive

UNIVERSIDAD DE MÁLAGA

element changes its colour or form in order to indicate a responsive area. The navigation menu, signs, contextual links, and images are the navigation components of the website. The homepage acts as an ordinary page where the authors greet the readers, visually displaying the types of accommodations the resort offers for the guests. These pictures serve as links that redirect the visitors to the corresponding information.

The top header is a banner of the website and contains three interactive components: the logo, language icons, and a menu bar. The logo is clearly placed in the middle position of the header, it is the website title. Through a click, it functions as a link to the homepage.

The homepage banner is a main, big, and dynamic imagery, taking the top billing on the homepage. The banner presents still images; it contains five automatically changing photos that have aesthetically pleasing design and express the goal of the resort that is to provide a comfortable stay for health seeking tourists. The rotating banner allows the multiple pieces of the content to exist in the same top-billed section of the website and to communicate several messages. This banner is the gatekeeper of the website with a very important function. With its attractive images, it invites the guests to dive deeper into the website.

The website is available in several languages. The language switch icons are incorporated on the top right side of the fixed header, indicating the existing languages of the website. The authors visualize three options (i.e., RU, EN, UA) to change languages so that the audience can choose the language they want to use. The visualization of selecting a language is a significant advantage that gives an opportunity for a comfortable surfing without language boundaries for the readers.

The menu bar, which is a horizontal list of links, is instantly recognisable. This main interactive component shows the users how to navigate to other pages and sections on the website. The interactive menu signs correspond to the titles of 7 different pages of the website. The navigation bar lists the main topics of the site, namely, “Home”, “About”, “Treatment and SPA”, “Restaurants”, “Conferences and Events”, “Deals”, and “Contacts”. A click on each word in the bar redirects the users to the related page. The category “About” has dropdown sub-categories that redirect the visitors directly to the chosen sub-section of the main category. The menu bar is available on all the pages, allowing the users to explore the contents from every location.

UNIVERSIDAD DE MÁLAGA

The corpus also presents a contextual internal linking within the content. The function of the hypertext is dual as it provides the authors "the opportunity not only to establish a dialogue with the user, but also to include multiple texts" (Kress 2003:5). The multimodal text of the website displays images, writings, and 3D videos. With the help of the internal links, the contextual navigation supports the content by providing options where to go. Through the linking images, the users are directed to the related pieces of information. In this case, the attractive images are meant to encourage the would-be tourists to read further. The viewers can learn more about the topic of an image if they are interested. The interactive elements on the pages enable the users to solely access further texts; none of them allows the users to provide their own content.

The footer contains the logo of the resort, which also sends back to the homepage of the website; moreover, the copyright and a small flag, which helps the viewers go back to the top of a current page, are located here. In addition, it is a place where integrated social-media links, namely, Facebook, Instagram, and YouTube are positioned. By clicking these icons, the users access the resort's profile pages on the related social networking sites.

From a structural point of view, the main information is located on the top of the pages, and the detailed descriptions are provided in the lower section, which is a technique that is very common for successful websites. The well-designed and logical navigation improves the performance of the website. Its uncluttered and standardized design increases the overall aesthetic attraction of the site. This easily navigable digital area increases the time the guests remain on it. It provides them more time to explore the website and discover the information about the resort, increasing the likelihood they will be able to find what they are looking for. As a result, the navigation can boost the website conversion rate, as it ably provides the users with information, leads them to the calls to action, and encourages them to take the action that is making a booking.

4.2.6. Contextual analysis, provenance, and inference

Time spent on leisure activities, such as health care and prevention, has extended over time. An increasing number of people now prefer to travel for health purposes. Before the covid pandemic, it was facilitated by accessible travel and available information over the Internet. The aim to improve the general wellbeing motivates

UNIVERSIDAD DE MÁLAGA

people to travel for getting health services; however, it is not always a possible option due to the introduced restrictions on travel because of the pandemic. Some of people want to travel expressly to access medical treatment; others opt for wellness to maintain or enhance their personal health and well-being through the services that focus on healing and relaxation, which is preventive and curative in nature (World Tourism Organization and European Travel Commission 2018).

Considering that health tourism was one of the fastest growing forms of tourism before the coronavirus outbreak, the website promotes the demanded services of the travel industry for the 2019-2020 winter. It sells the activities that can contribute to the creation or improvement of wellbeing. Through the promotional influential multimodal techniques revealed by the above analysis, the authors declare that "Solva" healthcare organization aims at improving and balancing all the main domains of human life including physical, mental, emotional, etc. For this purpose, this institution uses medical healing resources and provides healthcare services that include diagnosis, treatment, cure, prevention, and rehabilitation.

According to the indication at the bottom of the pages, the website is created by a professional web developer. Indeed, it is excellently designed to be a useful source of information for the would-be customers. The site provides a wide range of information that builds "Solva" image and informs about the resort. All the necessary information is provided to approach the appropriate audience and enable booking from them.

The website has its mobile version. Regardless of the version, mobile or full desktop, the website is intuitive, simple, and clear. Apart from being user-friendly, it is competitive in terms of its content. It builds the brand image with the attractive presentation of the commodities of the destination, such as the medical-diagnostic centre, sports facilities, SPA, restaurants and bars, events, special offers, and attractions in the surrounding area. The atmospheric images and the unique content effectively highlight the resort via these amenities.

The used technologies, such as Google Maps and the virtual reality tour, make the website more effective and persuasive. For example, through the virtual reality tour, the viewers can visit the place virtually and experience the surrounding even without being there. The technique simplifies communication and stimulates bookings. Google Maps is now an integral component of human life and makes it easier. This cultural

UNIVERSIDAD DE MÁLAGA

signifier is a reliable mapping service; it is embedded to offer a large amount of useful information that can be trusted and relied on.

The promotion is focused on the needs of the health tourism market segment; the authors successfully develop persuasive strategies to promote the services that satisfy these needs. Despite the restrictions recently imposed, such services are still in demand. Therefore, the website is likely to attain many users who are likely to be interested in the promoted services, as the institution clearly identifies the health tourism customer needs, implicitly stating that this resort can satisfy these needs better than existing similar organizations because of its natural competitive advantages. The fact increases the possibility that the target market members will buy this tourism product.

UNIVERSIDAD DE MÁLAGA

CHAPTER 5: DISCUSSIONS

The chapter focuses on explaining and evaluating what have been found in the previous section. To discuss the persuasive elements detected in the selected corpora, I resort to the concepts and theories introduced in the theoretical part of the thesis, in particular, the work of Robert and Susan Cockcroft (2005), the properties of tourism language, Cialdini's (2001) persuasion techniques, AIDA model to measure the persuasive efforts of the websites. Moreover, the chapter discusses interesting aspects for further research in the area.

5.1. Proofs of Persuasion in the Selected Corpora

The analysis confirms that both corpora are attractive and outstanding texts created with influential promotional techniques to persuade the audiences to book the services. In line with the hypotheses, to reach the goal in the promoting processes, the websites' authors heavily rely on certain linguistic elements that depict the characteristics and features of the health resorts, present the experiences of their services, express invitations, engage the readers, and encourage them to act. Moreover, the non-linguistic representations involved in the promotional discourses raise the efficiency of both health tourism websites, as they identify key elements and draw the readers' attention to them, guide the users and encourage their interaction, assist in delivering more accurate messages, enhance the curiosity of the audiences, invite to visualize, explore, and participate in the featured scenes, create positive mood, instil the viewers with confidence and build trust in them, increase the persuasive impact of the verbal messages, and entice the potential travellers and lure them to book the services of the resorts.

Both websites as sources of information for their would-be clients portray the beautifulness and uniqueness of the places they present. The promotion on the websites engages the readers in decision-making concerning the destinations though persuasive nature of the websites' discourses, trying to make the users become real tourists. Therefore, both corpora can be considered to be persuasive communication. The authors use different means to address appeals to the potential customers in order to induce cooperation (i.e., host-guest relationships). This manipulation is designed to shape responses of the users and produce action in them that changes their behaviour.

UNIVERSIDAD DE MÁLAGA

Three forms of appeal suggested by classical rhetoric have been detected in the corpora. Appeal by logic, appeal by character or ethics, and appeal by emotion are combined in an appropriate manner, making the communicated information of the websites persuasive. Using logos and pictures as an appeal, the authors persuade their audience with reason, providing them with facts that the resorts are the perfect places for health tourism. The two discourses are planned efforts on the part of the authors to shape the messages in such a way as to make them convincing. In doing so, they deploy a number of models of their arguments; in order to provide facts, verbal and non-verbal elements are utilized. With the use of the words conveying objective and practical information, the authors present the realities of the two destinations. According to the messages, the places are unique, authentic, attractive, and offer the best services; these settings do not only contribute to getting a calm rest but also to improving the visitors' health.

In the reasoning process, a great job is realized with the usage of the words referring to healthcare, which create the register of health tourism in the corpora. In this case, terminology plays an important role in describing the medical and wellness procedures and presenting the medical professionals. The numerical information helps in delivering the benefits the guests can get from these tourism products and the facts that make these places stand out in the market.

The described resorts' locations with their natural landscapes and ecosystems are the essential resources of the arguments that both resorts can provide health-beneficial effects in their patients. The same purpose is achieved with the descriptions of the outdoor and indoor characteristics of the institutions. Moreover, the website of "Karpaty" resort constructs the brand with an aspect of eco-friendliness through the information about their own eco-farm, providing the fact that nutrition is highly revised at the resort, as it is a critical part of health. Furthermore, the texts expressing the local culture and cuisine are important components in presenting the facts that these places are interesting to travel to.

The act of reasoning is also supported by the non-linguistic components of the websites. The accompanying photographs featuring the interior resorts' conveniences, surrounding nature, and healthcare procedures deliver the evidence to the provided facts and give more profound descriptions of the realities. The proof of the arguments is also realized with the help of the testimonials, audio-visual materials, online webcams,

UNIVERSIDAD DE MÁLAGA

embedded Google Maps, and virtual reality tours. All these resources of the arguments help create a general view about the resorts and strengthen conviction toward the promoted health tourism products, as the proofs are provided effectively (El-daly 2011).

In the promotional materials, it can be detected the double nature of the act of reasoning (Cockcroft & Cockcroft 2005). First, the arguments are presented on the health tourism topic; second, these arguments are appropriate for a current state of issues regarding health tourism. This kind of tourism had grown exponentially before the coronavirus crisis; hence, the information on both websites was relevant and is still useful to society. Moreover, "Karpaty" sanatorium offers extra assessments and treatments with the aim of providing consistent services for people with post-COVID conditions. It means that the present-day situation is addressed by this institution, and relevant information is provided. The emergence of 2019 novel coronavirus disease is currently a global concern. Nowadays, after recovery from the acute phase of the COVID-19 infection, some patients require evaluation and management for persistent or new symptoms. Thus, these services can support those who currently need them. In addition, this kind of promotion is adequate for a website discourse.

Through ethos as an appeal, the authors of both websites convince the audiences, projecting the image of really good, trustful, and safe places to travel to with the aim of health improvement. It is achieved through the words that create a positive image of the resorts and that describe them as trustworthy health care institutions. The most important piece of information in the web discourse of "Karpaty" resort, presenting the resort as a reliable place for healthcare procedures, is the texts that inform about the experiences of the medical staff. Of particular importance in the act of creating a good image is that the authors incorporate the testimonials of the public persons that have visited "Karpaty" resort. The success experiences provided by these famous guests build credibility and reassure of the quality of the services. On the whole, the verbal texts make an impression that the tourists can find the remediation of their health problems and can receive the expected results at these establishments.

The image of perfect places for health tourism is also achieved through the high-quality pictures, images of the professional staff and doctors, images of the happy guests, Google Maps, 3D tours, videos, websites' design, etc. Moreover, the certificates and diplomas presented on the website of "Karpaty" resort, featuring the external reviews and assessments, are resources that confirm the superior quality of the services.

UNIVERSIDAD DE MÁLAGA

These techniques affirm that the destinations are not only real places, but their services are worth trying. They help create a positive view about the quality of the resorts.

Following the studies of Cockcroft and Cockcroft (2005), we can also witness "personality and stance" in these forms of persuasion. The individualities of both destinations are achieved with projecting the uniqueness of the places; whereas stance expresses the authoritative voices transmitted by a textual means that is the use of the pronoun "we" in the corpora. The authors of both websites express their ideological positions presenting the resorts as the best ones to ensure the institutions' survival on the competitive market. The stance of the authoritative voices is also supported by the voices of external parties. The feedbacks of "Karpaty" resort's clients and the technological tools, such as the live webcams and Google Maps, are embedded in the corpora in order to enhance the positive image created by the webmasters.

The authors use pathos as an appeal to draw out positive feeling towards the destinations and create an emotional engagement (Cockcroft & Cockcroft 2005). This is done by involving senses through textual, visual, and audio-visual messages that create desirable pictures and scenes in the minds of the websites' visitors. The verbal evaluative language of the websites communicates only positive sensations towards the areas the resorts are situated in and the conveniences they possess. In this case, the used adjectives play an important role in building the relaxing atmosphere of the resorts and creating joy and satisfaction in the users. The metaphoric and hyperbolic expressions deliver a sense of peace, comfort, luxury, excitement, and escape. Besides, the authors make use of emotionally coloured verbs that provoke a psychological reaction in the readers by involving their imagination.

On the other hand, there are several pictures found in the corpora that bring good feeling related to pure nature and create a sensation that nature is inviting to explore it. The images featuring smiling people express the feelings of happiness that uncover the themes of pleasure. The images featuring the medical team create the feeling of support. The same function is realized with the images of the videos; moreover, the background music of the videos creates a sense of reality for the viewers, invoking some kind of emotional response from them. The colours utilized in the pictures as well as in the websites' designs evoke different feelings related to calmness, comfort, and wellbeing. All these techniques are powerful as emotion is more powerful than reason (Sastre Ferreira 2014).

UNIVERSIDAD DE MÁLAGA

The three structural elements are arranged in order to construct the persuasive discourses of both websites. This composition of materials results in the sequence of the main phases of the corpora: the introduction, where the authors present the institutions; the presentation of the points of issue, where the authors provide expanded information on the services; and, finally, the conclusions presented on the last webpages are call-to-action areas that contain the contact information and addresses of the places, suggesting booking and visiting the destinations. These final sections are the most important elements on the websites and all the efforts of the promoters are focused on getting the users to click through. Therefore, the authors provide a meaning path through the sections of the websites that guides the viewers to booking the services; this action is the main goal of both websites. The persuasive promotional verbal and non-verbal messages impact the websites visitors and encourage them to follow the pre-planned pathways on the websites, rather than just interact with these digital spaces.

On the whole, the communicative processes of both websites involve a persuasive repertoire and exhibit interactional or dialogic nature as they imply the authors and the users, that is to say, the persuaders and the audiences (Cockcroft & Cockcroft 2005). The persuaders ably adapt the messages to the needs, values, and feelings of the audiences, which is the basis of persuasion.

5.2. Properties of "Karpaty" and "Solva" Websites Discourse

In the promotional texts of both websites, it is possible to find the properties previously presented in the theoretical section 2.4.1. (i.e., function, structure, lack of sender identification, monologue, euphoria, tautology, tense, and magic) that distinguish these texts from other languages. They are present in the texts to build positive images of the resorts and create more effective and appealing destination promotions.

1. The function of these promotional texts is to persuade the readers that the destinations are certainly the places they are looking for. The texts on the websites are used to provide information, express emotions, create feelings, inspire the confidence, and, consequently, influence the actions of the users. At the denotative level, the main function of both corpora is the emotional one, as the users are emotionally captured by the deployment of different persuasive techniques, which contribute to creating the atmosphere of authenticity, strangeness, and diversity, compared to the visitors' usual

UNIVERSIDAD DE MÁLAGA

daily life (Cohen & Cooper 1986).

In relation to the expressive function, it is possible to perceive the authors in the texts; they strongly invite the users to the resorts via highly influential texts. They adopt various procedures in the texts that directly involve the audiences and establish a user-friendly communication with them. The emotive function manifested itself in a high frequency of adjectives, superlatives, and some rhetorical devices such as metaphors and hyperboles. The verbal language is used to express feelings to the promotional messages; the authors' own attitude is emphasised using emphatic speech. The technique helps in creating a euphoric atmosphere surrounding the destinations. In order to express the positive feelings, the authors also make use of non-linguistic components. In this case, the photographic pictures, videos, and 3D tours are the means of emotion transmission. The authors use a subjective approach in the depictions of the destinations to increase the attractiveness of the places and to differentiate them from the competing ones.

According to the conative function, the promotional texts try to attract the readers' attention and convince them to visit the places through numerous verbal and visual techniques that influence the emotions, attitudes, and behaviour of the addressees (Dann 1996). Language is used to engage the reader and convince them to act by booking the services the resorts provide, which is the objective of the promotions. The discourse of both sites employs recommendations, vocatives, and imperatives to make the users see and do things.

Following the referential function, the authors try to give information about the destinations but with a persuasive style, presenting the resorts as ideal places for those who are seeking a calm or dynamic rest that can contribute to their wellbeing or can improve their health. At the linguistic level, the main linguistic resource used to realize this function is nouns as these terms convey objective and practical information about the destination. It is also important to highlight the terminological specialised terms used as a recurrent feature in both corpora. By creating the register of health tourism, they present the principal attribute in the work of the institutions.

In line with the phatic function, the authors try to establish and maintain contact with the audiences through the websites' texts. To maintain the interest of the visitors of the websites, the authors use a dialogue structure via the simple layouts of the websites, choosing a user-friendly typeface, interrogative sentences, the pronoun "you" and the

UNIVERSIDAD DE MÁLAGA

corresponding possessive adjective “your”. The use of pronouns tries to invite the users to come to the resorts, creating a closer relationship with the authors. In the case of the photographic pictures and videos, the images of people addressing the viewers with a direct gaze invite them to interact with these represented participants of the pictures, as imaginary relation is established between them. It involves reference to the viewers’ emotions and to the creation of a sort of complicity between the senders of information and the receivers to generate the viewers’ strong engagement with the texts.

Regarding the poetic function, it is important to mention the metaphors used in the corpora. They catch the interest of the potential tourists and persuade them by transmitting messages via drawing similarity between the destinations or the services being promoted and other things that arouse curiosity in people.

2. Focusing on the global view of the two websites, we can see that the promotions are realized through structured communications. The structures of both websites are highly important to engage the users and to keep them around longer. There is a coherent balance of power among different elements making up the websites’ layout; the verbal and visual aspects of the corpora are arranged in a proper way. The visual, aural, and verbal parts work together to create the meaningful promotions. The webpages are structured along a vertical axis, with generally the upper section visually configuring the values promised by the resorts and the lower section verbally offering practical information on holiday experiences at these institutions (Francesconi 2014).

The designers visually prioritize key elements of the websites. The most important information is bigger and demands the most attention from the users. Visual tension is created through colour contrasts and graphics that also contribute to the websites’ designs. The navigation bars are placed in prominent locations, so they are easy to find to get information and convert.

The viewers are guided to discover information on the locations of the resorts, treatments, accommodations, nutrition, and other services at the institutions; to view the customer testimonials, related articles on the latest news, and prices with special offers. Creating coherence between these elements, the authors organise them into a meaningful whole. These contents are clear and concise. The goal of the contents is to convince the visitors to stay longer to further investigate what is offered. The messages are illustrated through images, written texts, videos, and 3D tours that guide the users toward conversion. These modes create and manage a wealth of information and

UNIVERSIDAD DE MÁLAGA

meaning potential on the websites, communicating positive emotions, putting the users in a good mood, and delivering the messages in the form of story. The elements within each category of the websites come together providing complete information on the topic of a section. Thus, the users have an impression that it is a complete narrative.

There is a logical progression to how the visitors navigate the websites. Both sites have simple and understandable navigations. The simple layouts keep the users on the sites because the important information is easily accessible and intuitive to find. The navigation helps them find their way around. The designers engage the viewers by figuring out where to take the next step.

Finally, the websites present call-to-action areas and buttons; namely, the contact details sections and online booking form. The sites provide a meaning path through the sections that guides the viewers to acting, the main goal of the promotions. The elements that make up the layouts are supporting one another, so that the users follow the path that leads to bookings. Engaging the users with these effective structured communications is the first phase in the persuasive processes on the websites (Zakharova 2020a).

3. On the websites, the senders are not clearly expressed, but they are implied. The authors are verbally personalised through the pronoun "we" that refers to the resorts' staffs that try to convince the users by providing information from their subjective point of view. Visually, the hosts are featured as the represented participants of the photos and videos. They are always depicted as friendly, welcoming, and professional. Moreover, the feedback areas present the testimonials of the clients of "Karpaty" resort that act as the co-authors of the content. The testimonials have even stronger influence on the users than the messages of the webmasters. Working as trust indicators, they increase the conversion rates of "Karpaty" website. This technique is not present in the corpus of "Solva". The live webcams and Google Maps are also the contributors of the content, the information of which is not controlled by the webmasters; thus, they provide their objective technological points of view, which are also beneficial for the promotional processes.

4. Despite the fact that tourism language assumes a form of monologue, the senders of the websites' messages use various strategies to hide this unilateral character of tourist texts (Dann 1996); they create interactive platforms in which the users are involved. In this way, the audiences perceive the messages as if the websites are two-

UNIVERSIDAD DE MÁLAGA

way communications instead of monologues in which the promoters write and the users read. It is achieved with the use of the pronoun "you" and sending the messages directly to the potential travellers. This verbal strategy establishes a conversational and friendly atmosphere that simulates relatively personal, informal, equal relationships between the authors and the users (Dann 1996; Mocini 2005). With the help of the individualized term "you", the authors empathically involve and strategically persuade the readers to take advantage of the offered experiences. Another technique that creates an illusion of interactive communication on the websites is the use of interrogative and imperative sentences. These sentences in the texts construct a closer relationship between the authors and the users of the websites.

Since the websites provide an interactive experience through their navigations, offering hypertextual links that ask the users to act upon their digital texts to access information according to their interests (Francesconi 2014), these links establish dialogues with the users and the websites authors. In addition, the website of "Karpaty" resort provides the readers with interactive sections, such as a pop-up window for online booking and a live chat. It is a simple and very effective way to drive up user engagement and increase booking. When the visitors interact with these sections, a real dialogue is established.

5. The texts of both websites focus on the positive aspects and benefits of the destinations. The authors use beautiful and glowing terms for the services and attractions they promote. The property of euphoria is achieved with the use of non-gradable adjectives that are used to describe the qualities and features of the destinations. Highlighting the values of the commodities, these adjectives stimulate fantasy, dreams, and desires in the readers. Moreover, the used adjectives are persuasive and convincing; they give a clear image of perfect destinations for those tourists who want to improve their health.

A dream-like atmosphere is also created by means of hyperboles, the aim of which is to intensify the attractiveness of the places. The used hyperboles effectively draw the attention to the messages that the authors want to emphasise and beautify the attractions and travel experiences, communicating only positive sensations towards the destinations. In the texts, this evaluative language serves the purpose of conveying a sense of escape, peace, comfort, luxury, and excitement, which are the essential values for relaxation and rejuvenation.

UNIVERSIDAD DE MÁLAGA

6. The selected corpora display a tautological nature that results in a certain control over the users and impact upon the images of the destinations. The promotional texts present the places full of clichés according to the expectations of the would-be customers. Since tourists base their trips on stereotypes, ideas, and certainties as well as on the experiences of others, the websites' texts offer already known information. The places are described as the would-be clients expect to read about them. It makes the users more confident in the decision-making process.

Visually, the websites feature several clichés, such as splendid landscapes, blue lakes, trees, sunshine, smiling and happy people, nice pools, stereotyped images of culture, etc. The sun is mostly present in each photograph featuring nature; it serves as a virtual guarantee of good weather and represents a source of happiness and good life (Dann 1996). In addition, the sun promises warmth and pleasure; it is related to wellbeing and, therefore, can be considered as a source of health. The pictures of the smiling clients and hosts also leave an impression of happiness, and the pictures of water give an impression of freshness and relaxation. Verbally, the used clichés refer the destinations to paradise through the extensive use of adjectives, superlatives, and metaphors. The verbal clichés of the texts are very powerful image creators, too. Hence, the authors gain attention of the audiences with the appropriate application of traditional clichés. The testimonies and images of the satisfied clients also form part of the tautological circle.

7. The reference to time is clear on these promotional websites. Since traveling is meant to escape from everyday life, the texts reflect a temporal theme. There is a great emphasis on changeless nature and past times. The temporal aspect is observed through the description of nature on both websites. It seems that time has stopped in those places; therefore, the visitors have an illusion the time there is eternal or standing still (Dann 1996). This timelessness is achieved with the use of the photos featuring the nature settings of the locations. Oppositely to the cities, the authors offer authentic panoramas with a timeless experience. The depicted landscapes and forests point to and denote the precondition of civilization, connoting that the industrialization has not taken place as time has stopped there. The feature is presented to offer to the would-be clients a way of escape from their ordinary life.

The discourse of both websites also represents travel through time, from the everyday present into the past. The present seems to be dull, and the solution of which

UNIVERSIDAD DE MÁLAGA

is to escape from it and experience new things that took place in the past. Both websites offer a meaningful travel through the encounter with Hutsul ethnic culture. Hutsul culture that had been developing for years in the picturesque Carpathian lands makes an impression on people with its unusual clothes, interesting crafts, authentic traditions, etc. The websites invite the users to travel in the past and experience this culture that preserves its traditions throughout time.

8. Some words and pictures on the websites reflect the concept of "magic" due to the images they evoke. The images of wonderful, beatific, unique, unusual, and otherworldly places are created through the photos featuring the nature settings surrounding the resorts. In this case, the depicted deep wonderful forests are visual clichés. Forests have always been a symbol of a mystery hiding something unreal and attracting. Furthermore, it is possible to find verbal expressions linked to magic. The destinations are paradoxically represented as non-real locations since they are magically characterized. The adoption of this technique allows the users of the websites to imagine themselves in enchanting places that are really appealing for travellers.

Furthermore, magical aspect may be perceived in the register of health tourism. The authors of both websites invite the users to improve their health. The presented medical treatments and SPA procedures seem to be solutions to several health disorders. The phrase "healing mineral waters", which is found in both corpora, has a very powerful influence on the readers, as it imaginably transforms the depicted services into promising advantages for the patients of the resorts.

The technique also adopts the so-called "strangerhood perspective" (Dann 1996). It targets the audience who strive to experience things that are different from their own reality. In doing so, the authors appeal to the tourists who are restricted to an urban life and seek contrastive and healing environments. The websites highlight the readers' need to get away from their normal surroundings, promoting a different way of life in the unique and different places, which are close to nature and where freedom and free time exist, the aspect that contribute to wellbeing (Zakharova 2021a).

5.3. Cialdini's (2001) Persuasion Techniques Found in "Karpaty" and "Solva" Websites

The results have revealed that all Cialdini's persuasion techniques are evident in

UNIVERSIDAD DE MÁLAGA

the design of both health tourism websites. The combination of emotion, credibility, and relationship on the websites are amongst the salient points that lead to persuasion. These points are derived from Cialdini's persuasion techniques by grouping these techniques that share similar goals and intentions (Ibrahim, Shiratuddin & Wong 2013).

1. *Relationship.* The analysis shows that the websites build a good relationship with their would-be guests. This connection is realized with the representation of reciprocation, commitment, and consistency in the websites' design. Reciprocation, commitment, and consistency are strategies that initiate communication and create relationship between the websites and the users.

Facilitating an interaction and communication with the potential clients within the websites' environment, the authors design reciprocation, the situation that creates a form of relationship between the websites and the users. The main step in this technique is the accessible searching tools (i.e., navigation bars) that initiate communication. In the corpora, the immediate personalisation attributes are perceived through the interactive personal pronoun "you" and corresponding possessive adjective "your", the use of imperatives and interrogative sentences, and addressing the audience with a direct gaze in the visuals. These techniques were utilized frequently in the texts, revealing that the websites try to establish a higher degree of interactivity with their users. Moreover, the interactive map, webcams, Google Maps, and 3D tours are discursive approaches that also involve a discussion, which is intended to create a closer relationship between the senders and the users. The addressees are invited to interact as imaginary relation is established with them. This circumstance makes the users feel obligated to make a booking.

Both websites allow their users to search for needed information about the destinations, as they are interactive and well organized for an excellent user experience. The contents on them are successfully grouped and linked to navigate from one page to another. There are different user interface components that help the users find information and encourage them to take desirable actions. Implementing such a good internal linking strategy helps with a good flow of information within the websites, allowing the visitors to become well informed about the places. Therefore, they will want to spend more time on the sites. Since the communication is properly arranged and engaging and the information is attractive, it seems no further visit to other websites is required.

UNIVERSIDAD DE MÁLAGA

The analysis reveals a clear asymmetry of power towards the users of "Solva" resort website: they can neither provide feedback nor access windows for online interaction with the authors, as there are no feedback areas, online booking forms, and chats. Meanwhile, the digital space of "Karpaty" resort presents more interactive environment: the users can leave their reviews, access online booking form, and ask the questions in the live chat, clearing up any doubts the users may have. These discursive techniques are a simple and very effective way to drive up user engagement and, consequently, increase bookings.

2. *Credibility.* The websites pay much attention to improving the users' level of trust. It is manifested on both websites by showing signs of social proof and authority; however, "Karpaty" resort makes more use of these techniques. "Solva" resort shows limited representation of social proof and authority. The promoters of the websites gain the trust of the potential customers through the photos of a high modality featuring the experienced stuff and satisfied customers. The notion of modality is linked to the reliability of information, as "visuals can represent people, places, and things as though they actually exist in this way" (Kress & van Leeuwen 2006: 156). Hence, high modality concerns with the representation of truth, certainty, credibility, and reliability.

The websites use images of real people to communicate and establish strong relationships with the viewers. Providing evidence of what others are doing and how they do serves as a social proof. The actions visually depicted on both websites are worth to be imitated, and hence influence the viewers to repeat the same experiences. These images generate strong viewer engagement and involvement based on the processes and features of the images' interpersonal and compositional metafunction (Kress & van Leeuwen 2006). This technique is essential to grow the conversion rate, as the viewers want a third opinion to feel safe before booking. They want to be convinced in order not to make a wrong decision. When they see others happy with the services, they get convinced.

The website of "Karpaty" resort strategically uses feedback areas showing how trustworthy the services are. The authors of this site engage their clients in the creation of the content, making it highly influential. Moreover, the website provides a separate section for the images of the customers along with their testimonials. These customers are famous people, the positive attitudes of which toward the place are very appealing for the users.

UNIVERSIDAD DE MÁLAGA

"Karpaty" resort also provides a separate section for presenting the medical staff of the destination. The visually represented participants wearing doctor's uniforms are important components for enhancing trust and confidence in the audience, since the viewers see professionals that they can trust. Therefore, using real photos of the medical team adds credibility to this resort complex. On the other hand, by providing the section showing the scans of the certificates, the authors want to confirm the quality of the offered services. Embedding this section into the site can boost credibility and trustworthiness through this professional accreditation. These documents are very powerful to help bring the visitors one step closer to becoming customers, as credibility is a major influence towards booking intention (Ibrahim, Shiratuddin & Wong 2013).

The live webcams and Google Maps imbedded into the websites, which are the external voices and the supporters of the promotional materials, are the authoritative sources of the corpora. By providing their objective points of view and not depending on the position of the authors of the texts, these technological tools are able to assure the would-be clients that the provided information is reliable. They increase confidence in the audience by demonstrating the true details about the destinations.

3. *Emotion.* A relaxed and pleasant atmosphere is created by both websites through the liking technique that helps generate emotion, interest, and attention in the users. The websites present complex compositional structures that feature the resorts' amenities and services in a very attractive way for the viewers. The verbal items have been accurately selected; they create only positive images in the readers through several various techniques. The visuals feature only pleasant scenes, evoking only positive emotions. And finally, the cohesion between the linguistic and visual elements provides favourable mental images in the users of the websites that help them decide. In addition, the comfortable websites structures aid the users in navigating the sites without any problems that also increase liking in them.

The scarcity technique is only incorporated into "Karpaty" website design. Providing a price reduction for a certain period, the authors instigate the users' awareness that they must act fast, and hence encourage sales. The adoption of this technique generates demand in this tourism product (Zakharova 2020a).

UNIVERSIDAD DE MÁLAGA

5.4. Core Values Identified in "Karpaty" and "Solva" Websites

The analyses have shown that the promotional texts exploit multimodality to encode and communicate only positive themes to the users. Hospitality, well-being, nature, and diversity are the dominant ideas or core values expressed in the corpora; these principal themes are means of attracting tourists of different interests. The values are transmitted through the visual level of the websites and are confirmed, clarified, and expanded through the verbal level.

1. Hospitality is visually communicated through the predominant use of eye-perspective, close social distance, and warm colours in the photographs, videos, 3D tours. A sense of hospitality is ably created with the help of the visuals featuring the resorts' amenities that seem to be a part of the viewers' world in them. These materials engage the viewers and offer them to explore these commodities. Through the iconic and plastic signs of these visual materials, the promoters highlight the qualities and features of the places. Hospitality also comes from the pictures and videos presenting the hosts looking directly at the observers. As they appear friendly and warm, it seems that they invite the viewers to visit the places. Moreover, some colours in the images subconsciously create a sense of friendliness of the host destinations. For example, the shades of brown in the photos do not only characterize the rooms of the resorts, but also transmit the amiability of the places.

On the other hand, the theme of hospitality is partly balanced by the verbal texts, as they make a regular use of dialogic strategies and resort to the verbal terms proper of the lexical field of hospitality, such as "accommodation", "room", "service", "offer" "amenities", "hall", "pool", "bath", "gym", etc. With the help of these items along with other verbal techniques, the promoters position the resorts as distinct among other competitors in order to arouse the readers' desire to visit the places. To maintain the communication links with the readers in the texts, the authors utilize pronouns and possessive adjectives, imperative and interrogative sentences that empathically involve the readers in the conversational and friendly atmosphere of the texts to invite them to experience the places and services.

2. The value of well-being is framed through the visuals featuring the SPA and medical procedures, while the effective verbal items for presenting the theme are the nouns "treatment", "therapy", "bath", "massage", "procedures", "water", "showers", etc. and the adjectives "mineral", "medical", "therapeutic", "diagnostic", "healing",

UNIVERSIDAD DE MÁLAGA

"natural", etc. The focal points of both websites are spa services and mineral waters for drinking; these issues determine that well-being is a core value of both websites. The sections depicting these services give a clear image that the experience the patients may have will contribute to their health.

Most of the visuals depicting the resorts' SPA and medical facilities and services are displayed at close and medium distance to encourage the viewers to visualize them and emotionally feel the presented therapies. Some of these visual materials feature the clients using the facilities to show the relaxing and pleasing effect of the services, since their faces expresses joy and satisfaction. On the other hand, both corpora present a great number of terminological items belonging to the scientific language of medicine that create the register of health tourism in the verbal texts (Dann 2001). The key word "treatment" is a powerful verbal item in the promotional texts; together with other terms referring to healthcare, it transmits the idea that the patients will get the expected results with the therapies. The visuals and linguistic messages of both websites create an impression that the resorts are ideal places for physical and mental health improvement.

"Karpaty" resort also expresses the value of well-being by presenting the ecological products that are served to the clients from the own farm of the complex. For example, the effective video featuring this issue can persuade any person seeking a rest that contribute to health and wellness.

3. The value of nature is mainly presented through long shots that create a far social distance between the interactive participants; they invite the users of the websites to enjoy several beautiful views. Landscapes, sceneries, and fragments of nature also occur in the videos, 3D tours, online webcams, and Google Maps displayed on the websites. Both resorts highlight their exclusive locations, presenting the tangible characteristics of the peaceful sceneries, rich landscapes, and restful atmosphere through these visual elements.

The theme of nature is clearly portrayed through the verbal language usage as well. According to the contexts, the resorts are in the places where nature is the main feature to enjoy. The texts offer the readers vivid depictions through general geographical terms, a wide range of evaluative lexis, and a great number of verbal clichés, inspiring their imagination and communicating only positive sensations towards the locations. The sceneries are also depicted with the use of stylistic resources, such as

UNIVERSIDAD DE MÁLAGA

metaphors and hyperboles that bring good feelings related to pure nature and deliver a sense of peace, excitement, and escape.

In the corpora, the representation and articulation of the natural landscapes are appealing for the tourists coming from the cities, in which pure nature was taken over by the industrialization. Nature is introduced as an experience in itself, offering an emotional rather than physical adventure. Moreover, the images of the nature surrounding the resorts rarely include people. Therefore, the authors try to appeal to those who look for isolation and silence. On the whole, the description of nature enhances the destinations' images and contributes to the value of well-being due to the fact that nature promotes general health and wellness.

4. Finally, the value of diversity is visually shaped through a wide variety of the represented participants in terms of settings and situations, and verbally through a systematic use of the verbal elements "unique", "own", and "special" to describe the recreational, therapeutic, cultural, accommodation, and eating options for the guests. Therefore, the users are offered with a great number of diverse experiences. In order to promote exciting holidays, the websites list numerous health tourism activities; and in order to accommodate the would-be clients of different needs, they present the contrast settings and services of the resorts. For instance, the authors introduce the resorts' accommodations ranging from very simple single rooms to luxury apartments and wooden houses; and the services are presented ranging from calm SPA procedures to dynamic sport activities. Following the studies of Moscardo (1999), diversity is very important in tourism; and distinctive experiences are one of the top criteria in tourism promotion.

Through diversity, the authors try to transmit the idea that the holidays at these resorts will be perfect, since there are various activities awaiting the guests. The health tourism commodities of different types, such as the exciting locations with natural wonders, medical procedures, places for gastronomic adventures, relaxation opportunities, exciting choices of entertainment, sport activities, different events and attractions, and fascinating culture diversity are all extremely varied and are ably presented. The resorts offer the services in their health centres where the patients can enjoy facilities that promote wellbeing. These medical centres offer a wide variety of spas, baths, treatments, and waters for medical therapies that complement a stay in which all aspects of rest and leisure can be satisfied.

UNIVERSIDAD DE MÁLAGA

Besides receiving information on the amenities of the resorts, the prospective tourists get information on where and what to eat. The authors present various types of food and dining places to satisfy needs of different clients. As a result, this information is a part of the persuasive strategies used by the websites in appealing the users to the destinations.

Since cultural elements serve as a point of attraction for tourists, culture is one of the important commodities in tourism industry. For this reason, the information about the cultural issues has a great emphasis in the corpora; it is mainly found in the gastronomy-related texts of the websites. In these texts, the concept of culture is expressed through the following key words: "ethnic" "national", "traditional", "original", and some loan words highlighting the theme of diversity. Visually, the stress has been laid on the traditional decoration of the restaurants, bringing the attention of the viewers on the unique features of the region. Moreover, the promoters of both websites juxtapose the traditional and contemporary atmospheres of the restaurants to convey the point of diversity.

Portraying the diverse activities, the authors outline different paths that the users can choose following their interests, needs, and motivations. The different modes of entertainment, relaxation, and treatment available on the websites are presented as a means of persuading the audiences to visit the resorts. Therefore, the concept of variety articulated on the websites is of pivotal importance, as this technique hugely helps in attracting the potential customers (Mocini 2005).

Overall, the resorts successfully build their images putting emphasis on the aspects of hospitality, well-being, nature, and diversity. The websites are well-thought-out and professional enough to convert their users; the corpora of the websites confirm the concept of "staged authenticity" introduced by MacCannell (1989), that is a commoditized identity of a place reflecting desirable experiences for tourism consumption.

5.5. Influential Elements Revealed with the Analyses

The websites are designed to persuade their users to buy the services they advertise. The verbal descriptions and visual representations are the important media in constructing the destinations' images for this purpose. These resources are used as

UNIVERSIDAD DE MÁLAGA

persuasive tools to influence the potential tourists of the resorts. They are helpful in implicitly stressing both the uniqueness and authenticity of the places (Dann 1996). These concepts of difference, which are evident in each component of both corpora selected for the study, determine the successful construction of the resorts' images.

Thanks to the textual, but also visual resources, the experiences on both websites become multisensory. Through these levels of information, the users build up positive emotional arousals and mental imageries that can determine their decisions and behaviours.

5.5.1. Persuasive Verbal Discourse of "Karpaty" and "Solva" Websites

With the aim of highlighting the services and to call the attention of the audiences, the corpora reinvent the realities in positive terms by making use of peasant vocabulary. The goal of this is to transmit joy and wellbeing and raise the level of happiness in the readers. The verbal messages of both websites are composed by many strategies to present the beauty and attractiveness of the health tourism services. The variety of verbal language is used in the texts to achieve the appealing representativeness of "Karpaty" and "Solva" websites.

As the analysis has demonstrated, the verbal elements have been accurately selected to create attractive and convincing textures in the texts. At the same time, these texts are informative to offer the descriptions of the places. The verbal elements present the locations as concrete destinations to the would-be tourists. The words used in the texts reflect the complex narratives and the interdisciplinarity of tourism discourse, as the texts employ terms from different domains such as medicine, geography, architecture, history, etc. On the websites, the verbal texts fulfil an accompanying function; they comment, enrich, and expand the visual messages of the websites. Moreover, they effectively position the readers in a dialogic, friendly, and warm relationship with the authors. The verbal language of the corpora is dense and internally coherent, and it fabricates highly cohesive and expressive texts.

The most recurrent linguistic technique employed on the websites is the use of nouns and adjectives. Nouns are more frequent than adjectives and verbs. Therefore, the texts can be characterised as "well-built, concise, clear but not complicated" (Kang & Yu 2011: 133) structures, aiming at attracting the readers' attention. The same objective

UNIVERSIDAD DE MÁLAGA

can be confirmed with the higher number of adjectives over verbs, as they serve to describe the resorts and make them more attractive to the potential tourists.

The keyword analysis showed that the most recurring nouns and adjectives refer to specific healthcare elements creating the register of health tourism on the websites. The items forming this register emphasize the specialization of both institutions and address the audience that search for recreational activities that are beneficial for their health.

Adjectives are systematically used in the texts; they are a frequent persuasion strategy on both websites. They play a prominent role in the corpora since they describe the qualities and values of the destinations to influence the attitude of the readers. They help in achieving the intent of creating a positive language, filling the promotional information with beauty and emotion. With the aid of adjectives, the described locations are the most famous, the most beautiful, the most popular, and the most reliable ones. They make the language very emphatic and strongly evaluative, presenting the positive characteristics of the resorts (Gotti 2007). Descriptive adjectives are used to highlight the most prominent attributes of the destinations; their descriptive function is the main verbal strategy to ideationally represent the resorts in the texts of the websites. For example, the ecological aspects of the destinations are emphasized through adjectives like “natural”, “unspoiled”, “undisturbed”, “clean”, etc.

The used adjectives are expressive, persuasive, convincing; they give clear impressive images of the destinations. Their persuasive and manipulative force is high in the texts, since they build an authentic, special, and fascinating world. Therefore, adjectives are of utmost importance in the corpora, and they are “the most notable feature of the language in advertising” (Townson 1995:85). Many of these terms are the clichés of tourism language that are used to arouse readers’ imagination; for instance, “peaceful”, “enchanting”, “spectacular”, “fascinating”, “magical”, etc.

The role of the abundant use of nouns modified by adjectives in the texts is to give the messages in a more effective and compact manner. The used nouns carry objective and practical information about the destinations, and they help establish a more direct contact with the would-be consumers.

The verbs found in the corpora refer to the actions typical of the health tourism experience. Many frequently used verbs, such as “reduces”, “improves”, “contributes”,

UNIVERSIDAD DE MÁLAGA

create the register of health tourism and evoke positive emotion in the readers who need treatment or are just interested in improving their health. The verbs help deliver information about the health-oriented services that the patients, if required, might have once arrived at the destinations.

The present simple dominates the texts and there is a large presence of modals. These techniques express possibility, convey the idea that the messages are true, and seem to express an invitation. The deployed imperatives stand for attempts to persuade, recommend, urge, and, finally, get action from the readers. Using the conditionals, the promoters suggest to the readers and highlight the idea that these places can satisfy the clients and make their dreams come true.

Loan words are the other procedure employed to create a constant positive language on the websites. The deployment of these terms creates the impression of refinement. The readers are considered to have little knowledge of the concepts they convey; thus, the authors of the promotional texts induce feelings of inferiority in the audiences and transform themselves into trustful authorities (Dann 1996). Through languaging, the foreign words of the texts give more authenticity especially for the geographic and gastronomy descriptions. These words also try to explain the culture and traditions of the places.

The presence of personal pronouns breaks down any boundary that exists between the authors and the readers of the texts. The messages are constructed interpersonally with a high degree of interactivity through the frequent use of the pronoun "you" that indicates the eagerness of the promoters to send friendly and warm attitudes. By the constant use of the second person pronoun "you", the authors establish a dialogue with the readers, directly persuading them that the services are worth trying. The technique creates familiarity between the resorts and the possible guests and expresses an idea that the senders try to meet the receivers' needs and desires. "Interaction is one of the primary techniques of involvement, through which the enunciator tries to persuade the enunciatee" (Mocini 2005: 158). Ego-targeting together with interrogative sentences and the imperative mood are the strategies of persuasion applied on the websites. These linguistic procedures directly involve the readers and establish communicative environment in the digital spaces.

Another method used to portray meaningful experiences to the readers of these webpages is the use of key words. The key elements "treatment", "therapy", "water",

UNIVERSIDAD DE MÁLAGA

"procedures", etc. are the words of great emphasis and important to attract the potential tourists.

The used terminology is complex. The corpora present highly specialized vocabulary and lexical collocations with the terms mainly belonging to the register of health tourism. The use of this terminology is widely employed throughout the texts in order to gain prestige. The aim of this technique is to make this type of discourse more attractive to the readers, encouraging them to use the health tourism products as something reliable.

The present study has shown that the verbal texts contain some stylistic features that lead to specific interpretations. To increase the persuasive power, the discourses are loaded with metaphors and hyperbolic language especially in the scenery descriptions. The used metaphors create familiarity between the senders and the receivers; meanwhile, the used hyperboles make the texts vivid and interesting. With the similes, the authors compare different things, allowing the readers to feel closer to the destinations, as the technique mollifies the effects of strangeness. In this way, the unknown places seem familiar to the potential visitors.

The slogans used in the texts exert a kind of emotional manipulation on the readers. These expressions encode clear messages and try to emphasize the benefits of the services portrayed. They are tools for triggering the readers to make the right decisions.

Furthermore, authenticity is conveyed in the corpora by means of key modifiers, such as "real", "unique", "own", "typical", "original", etc. Following the studies of MacCannel (1989), it is very important to recreate a relationship of authenticity between the tourists and what they will see, since this point is so appealing for those who travel.

The texts contain linguistic patterns that create specific representations in the readers' minds, called schemata, which are "mental representations of typical instances" used to "predict and make sense of the particular instance which the discourse describes" (Cook 1994: 11). The descriptions of the resorts can create positive images in the minds of the readers and induce positive feedbacks from them. As Cook (1994) claims, these new schemata are built to understand new experiences. Based on the verbal description on the websites under analysis, the new schemata contain the attractive representations of the two resorts. For example, the descriptive words used on

UNIVERSIDAD DE MÁLAGA

the websites, such as "colourful", "fascinating", and "vibrant", would conjure up a dynamic image of the destinations. On the other hand, the descriptive words, such as "magnificent", "delightful", "attractive", "excellent", convey a strong sense of glamour, which is highly appealing to tourists. A great number of such words make them sound almost like clichés.

The findings of the verbal research confirm Dann's statements that "tourism promotion is based on glamour" (Dann 1996: 56) and that tourism language "tends to speak only in positive and glowing terms of the services and attractions it seeks to promote" (Dann 1996: 65). This feature helps the resorts to be cognizable destinations in the hospitality, healthcare, and tourism sector.

On the websites, the descriptions of the health tourism products with the abundance of positive words and the terms for emotions enhance features such as uniqueness, diversity, calmness, wellbeing, warmness, relaxation, and tranquillity. These features are designed with the word choice that is very influential in the corpora; and it is an important point for the success of both promotions. In other words, the verbal language of the websites has the potential in creating the high impact feelings that can, in turn, result in the readers being converted and the actions from them. It supports the claims of Goodwin and Spittle (2002: 229) saying that "discourse is a mode of action as well as a mode of representation ... people may act upon one another, as well as the world, by utilising discourse".

5.5.2. Persuasive Visual Discourse of "Karpaty" and "Solva" Websites

The visual elements incorporated in the texts have positive effect on the construction of the discourses. Pictures are a strong issue for the promotion of the resorts' facilities; therefore, they are found on every page of both websites. The used photographic pictures are relevant and professionally done. The authors use meaningful images to communicate the promotional messages but not to decorate the websites.

The visuals play a pivotal function in the image formation of the health resorts. On the websites, the visual texts present ideational, interpersonal, and textual functions: they convey the core values, capture the viewers' attention, and form recognizable and cohesive layouts (Kress & van Leeuwen 2006). The institutions are visually represented

UNIVERSIDAD DE MÁLAGA

as welcoming and vibrant places; they seem to be ideal destinations for wellbeing-seekers, sport-lovers, foodies, and those who enjoy nature.

Since the photographs illustrating each resort seem very professional and the settings in them are carefully staged, they stand out from others. On the websites, the photographic representations have capacity to persuade the users because "the camera seems to reflect, not distort, and the pictures have a special value of evidence or proof" (Morgan & Pritchard 1998: 173). Generally, people tend to trust a visual representation as the reflection of it. Thus, visual rhetoric has much more possibility to influence the audiences of the websites.

The analyses of the visual representation of the two destinations revealed that relaxation (i.e., passive and active activities) and well-being are the dominant themes adopted by the authors of the photographs. The photographic images illustrate high quality colours and attractive forms to deliver the promotional messages to the viewers. The represented participants of each image on the websites are easily identifiable, allowing for the viewers to establish a clear connection with these represented participants. In this way, the authors aim to highlight the peaceful and health-beneficial characteristics of the resorts. The visual representations include recreation (i.e., relaxation activities and facilities), healthiness (i.e., SPAs, beauty and medical procedures), grandeur and elegance (i.e., design of the resorts' buildings and interiors), seclusion (i.e., presentation of the isolated locations of the resorts surrounded by immense natural landscapes), spectacular natural beauty (i.e., panoramic overviews of the resorts with their surrounding landscape showing magnificent outlooks), and culture (i.e., introduction of the ethnic restaurants). The visual appeal of these expressive points serves to persuade the viewers.

From the analyses, we can see that nature is a common theme in the visual representation of both websites, as the resorts explicitly advertise their peaceful images through nature. Nature presents an important contribution on the promotion because it is a significant selling point for the tourists seeking wellness. Modality and salience are the primary strategies used to construct the naturalness. The sceneries are portrayed as empty, sublime, and timeless. As a result, this type of representation helps the authors to introduce unspoilt, exotic, and authentic places without modernization. Therefore, these destinations may be appealing for those who seek calmness that contributes to health.

UNIVERSIDAD DE MÁLAGA

The photographs reveal that the authors of both websites introduce traditional events and cultural activities as a technique to attract the addressees. They try to transmit an idea that a quiet and relaxing stay can also be turned into spending a funny, meaningful, and interesting time. It creates a positive appeal for many tourists.

The photos presented at a social distance illustrate the depicted objects in full and within the viewers' reach. These pictures are very important to present the commodities of the resorts and invite the viewers to explore the scenes in greater depth. Generally, the images of long shots depict the panoramic views of the beautiful surrounding nature scenes and the outdoor facilities as out of reach and for contemplation. These images create a sense of detachment and offer a larger field of vision to provide an immersion in the picturesque sceneries. Thus, the images with long shots can also enhance the appeal of the resorts to the potential guests.

The visual analyses of the websites reveal that the authors use the photographs of people to generate an emotive response from the viewers. The body language and facial expressions of the represented human participants are the influential factors of the visual contents, too. These images only feature happy guests who wear broad smiles and look contented and satisfied with their experiences. The hosts in the photographs are always warm and welcoming. In the pictures, these happy-looking people not only uncover positive themes and emotions, but also positively influence on the normalization of a health disorder (Thompson 2012). Thus, such images can be appealing to people who need a medical treatment.

The images presented on the websites also display strong social engagement with the viewers. The findings reveal that many images demonstrate a powerful interpersonal metafunction (Kress & van Leeuwen 2006), implying an intense relationship "among all the participants involved in the production and viewing of an image" (Harrison 2003: 52). Through the visual texts, the websites seek to establish a dialogic connection between the message senders and the viewers. The photographic pictures realize involvement through various techniques, such as contact, angle, and social distance. Both websites share great similarity in establishing interpersonal relationships with the viewers. Personal pronouns are the corresponding verbal elements that express this function (Kress & van Leeuwen 2006). Some images on the websites do not involve direct contact with the viewers but, instead, feature averted gazes,

UNIVERSIDAD DE MÁLAGA

offering the viewers to "enter the represented natural or artificial space, which seems to be waiting to be visited" (Francesconi 2014: 82).

In terms of a horizontal angle in the photographic shots, almost all the photos are taken from a frontal angle, projecting messages of inclusion (Kress & van Leeuwen 2006). In these pictures, the represented participants are part of the viewers' world. Due to the selected angle, the authors express their subjective attitude toward the depicted objects and participants.

With regard to a vertical angle in the shots, both websites project an equal relationship, forming friendly bonds with the viewers through the use of the camera at an eye level. However, some images are presented at a vertical angle from below an eye level to exert some symbolic power on the viewers. Since the viewers are positioned in such an inferior position to the represented participants, these images are encoded as sublime and imposing (Francesconi 2014). In some photographs of "Karpaty" resort, the viewers are positioned at an elevated level to overlook the scenes featured in the photos. In this case, it seems that the featured images are at their command. The use of various perspectives of vision offers the viewers to "enter the scenes, enjoy that panoramas, from the particular point" (Francesconi 2014: 77).

On the whole, the high frequency of the offer images along with the use of the intimate and social shots with involvement and equality angles uncover that the promoters frequently use direct interpersonal appeals on the websites. This visual semiotic design encourages the potential guests to visualize the offered health tourism products. The viewers are induced to acknowledge the superior quality of the services and amenities.

The photographs of both websites are high in modality. Kress and van Leeuwen (1996: 160) introduce this term as "the truth value or credibility of statements about the world". They claim that modality is important in visual communication; it defines how reliable and true images are. The higher the modality of pictures, the more reliable or true they are. Therefore, the photographic pictures of both websites are the true visual representations of the depicted realities, the information of which is trustworthy for the addressees.

The images displayed on the websites are also coherent as whole units, contributing to their overall compositional metafunction. The visual compositional

UNIVERSIDAD DE MÁLAGA

meaning suggests that these resorts are not just recreations but are places where the guests can get a specific treatment. The elements that make up the compositional metafunction of the pictures selected to represent the resort are quite strong.

The photos are high in salience, meaning that the represented participants within the images are prominent and noticeable; they are the central focus of the pictures. In the photographs, salience is realized with the placement of the objects in the foreground or background position, difference in sharpness of these objects, relative size, and colour contrasts. These factors are used to attract the viewers' attention. In this connection, the positive aspects of the resort complexes are highlighted to enhance the persuasive power of the websites.

The picture on the top of the page "About Karpaty", which features the sanatorium's building against the skyline and is composed of the iconic signs of nature, is a perfect example. The building is salient in the picture because of its foreground position (i.e., standing out from the background sky), relatively large size, and colour. The picture depicts the building at the centre of the image, and this maintains the viewers' attention to this object. It supports the statement of Harrison (2003) that represented participants that are more salient than other elements or represented participants within an image are more likely to capture the viewer's attention. Furthermore, the elements of the compositional metafunction in the photo validate the accompanying verbal messages because the picture appears real and relatable to the viewers.

Colours as plastic visual signs are used for positive mood creation on both websites. Through colours, the viewers can feel the emotions and perceive the themes that the promoters try to convey. This visual strategy gives the authors with an opportunity to compliment the messages and transmit additional ones. Warm and vivid colours predominate on the websites, creating happy emotions. For example, the accommodations are depicted in warm colours that transmit the symbolic meaning of calmness and feeling of comfort. The pictures of the rooms feature the different shades of brown, signifying the friendliness of the hosts and comfortable accommodations. Another example is the use of light green letters symbolizing health and reinforcing the messages of the health-oriented discourse. On the other hand, the vivid colourful designs of the restaurants, which reflect the local culture, make the contents interesting and stimulate the viewers' desire to travel. Therefore, the choice of colours on the

UNIVERSIDAD DE MÁLAGA

websites exerts more influence on the prospective guests and can be considered as a persuasive technique.

The pictures act as a "visual synthetic personalization to capture and maintain the web audience" (Thompson 2012: 412). The promoters provide the photographic contents to convey their messages and provide experience for the viewers. They use right images to connect better with the target audiences and boost the conversions. The authors do not only show the health tourism products, but also let the viewers get a feel of them. The images enhance the potential guests' perceptions on the naturalness, originality, and authenticity of the destinations (Kress & van Leeuwen 1996; Jaworski & Coupland 2006; Hassan 2014).

The images of the websites play an important role in convincing the users to visit the resorts. The visual language of both websites makes the texts more coherent and consistent. It shoulders the responsibility of transmitting the messages and arousing viewers' interests, playing a communicative role between the resorts and the users of the websites. The visual analyses of the websites uncover positive themes and traits, which are reflective of the overall positive representations of the websites. They help build new schemata and reinforce the relevant existing schemata (Cook 1994). Like the findings from the textual analysis, it is observed that in both corpora images are also highly selective and emphasize only the attractive aspects. They can provide considerably more information than the mode of language. In the corpora, they are present to describe the characteristics that are beyond the descriptive capability of the mode of language.

The website of "Karpaty" resort offers video content helping to target the promotional messages towards the potential tourists in a very convenient way for them. The videos are informative, appealing, and engaging; they are not just an overview of the facilities and attractions, but also a powerful audio-visual appeal to the viewers that makes the resort special. The videos give the potential guests an opportunity to imaginably experience the destination at forehand and to differentiate it, its facilities, and services from the competition. For example, the introductory video is the first experience that the users of the website have. It captures the attention of the audience much quicker than the texts and images, showcasing the resort at its very best. The video positions the destination to be the special one through its location, luxurious facilities, modern medical and diagnostic centre, greatest cuisine, and the most helpful

UNIVERSIDAD DE MÁLAGA

staff. These interesting and engaging materials provide valuable tips and advice for the viewers, raise the profile of the resort in the tourism industry, and therefore, can make a tremendous difference to bookings.

On the other hand, the website of "Solva" resort includes virtual reality tours to present the amenities of the institution. This smart marketing strategy, which delivers messages through 360-degree content, enhances the on-site experiences of the users. Since travellers usually require much information before they book services, they read descriptions, view images, seek videos, read customer reviews, and look for opinions on social media. Using this virtual reality experience on the website, this process is shortened significantly. The virtual reality of the website offers an effective way to give the users a sense of what they can expect. The enticing tours serve as an excellent means to represent the resort within the digital domain. It is an effective technique, since tourists are looking to purchase experiences, rather than products. These professionally created videos help gain credibility in the audience and allow the potential visitors to get a feel for the resort's facilities and services before they purchase this health tourism product. Therefore, it is a great way to reach more customers that takes this promotion to the next level.

In addition, visual components such as live webcams, Google Maps, interactive map, which have become popular marketing tools in the tourism industry, are very helpful in providing additional information to the users of the websites without leaving them. The data provided with these tools help the users become familiar with the destinations that may increase their willingness to visit them. Moreover, the techniques are also efficient in gaining prestige and increasing confidence in the audiences.

The websites layouts are critical elements that make them successful. The reason is that there is a strong relationship between the layouts and the engagement of the users with the websites. The authors make use of appealing pictures and not long texts. The slow sequence of these components creates dynamism and gives the viewers an impression of visiting and exploring the destinations. The links invite interactivity in order to quickly access information on the pages (Francesconi 2014:154). These structures of both websites contribute to the comfortable navigation throughout their pages.

Typography is an essential feature in decoding the objectives of the promotional texts, as it helps in communicating the key messages to the target audiences. The used

UNIVERSIDAD DE MÁLAGA

typefaces transport additional meanings and influence the users, engaging them with the advertised health tourism products. The well-crafted typography of both websites captivates the audiences and evokes emotions in them. It alters the convincing qualities of the texts. The fonts used on the websites have a traditional typeface making the messages trustworthy to the readers. To draw the readers' attention, the writers use a variation in this domain: the use of different fonts with varying sizes establishes a hierarchy in the texts making the messages appealing to the readers. Moreover, the authors visually connote the written language, conveying the aspects of mood through the use of colours. Therefore, the typography of both websites influences the readers on a subconscious level.

5.7. Elements of AIDA Model in the Corpora

Focusing on the resources of the websites, the study has demonstrated that the authors of both websites have formulated different strategies to enhance the resorts' visibility. Moreover, these marketing communications engage and involve the users in decision-making, moving them through a series of sequential phases from awareness through to action. In order to meet the purposes of the promotional processes on the websites, their persuasive messages fulfil the four elements summarized in Lewis AIDA model in 1898 (LaTour 2008): attention, interest, desire, and action. These stages are very prominent on the websites and make their promotional materials successful.

1. The first stage is attention. The producers create captivating images of the resorts that grab the users' attention. The viewers come across the institutions through visualizing the big and dynamic banners that are the main imageries taking the top billing positions on the homepages of both websites. The automatically changing photographs, which have aesthetically pleasing designs, express the goal of the destinations that is to provide a comfortable stay for health-seeking tourists. Their massive size is highly effective in catching the audiences' sight. These photos work to give the first positive impression that can be the last one. The banners are crucial elements of the websites with a very important job of attracting attention. With their attractive images, they invite the users to dive deeper into the digital spaces of the sites.

Moreover, the web domains gain the attention of their users through the captivating photos and key words found throughout the corpora of the websites. The

UNIVERSIDAD DE MÁLAGA

numerical data, which highlight some elements in the written texts (Kalmane 2012), help in achieving great attention, too. In addition, personalized messaging through the verbal and non-verbal components is an intelligent audience targeting to increase attention span in a very appealing manner for them.

2. Interest is the most important stage of the model. The resorts present themselves in a way that generates interest in the users, as the promoters deliver the messages that suit the profile of the intended audience. The highlight of the communications indicates the customers' needs that are healthcare assistance. This guides the users to looking up the services to see how they benefit them, which is the next step of the model.

To hold the readers' interest, the information is written in an engaging manner. Within the first seconds of staying on the websites, the users are offered captivating and meaningful verbal and non-verbal messages to persuade them about the quality and the efficiency of the services of both institutions. For example, the websites provide the lists of diseases; so, the readers get curious and look up what exactly the health resorts do to treat them. At this moment, considerable interest is developed in the readers and they read up the features of the treatments.

Immediately after interest is generated, the authors convey to the audiences why they need these services. Therefore, interest and desire are achieved simultaneously in the corpora. If the potential clients do not actually need those services, the promoters try to create the want for them. For instance, presenting the baths and saunas, "Solva" resort creates a strong desire to try them. The photographs generate an impression that the viewers can experience the services right now, imaginarily entering the depicted spaces. The colours and forms of the portrayed rooms transmit the concepts of luxury and comfort that are so desirable for the viewers. They are offered to take a break from the stresses and strains of everyday life with these SPA services. The accompanying linguistic messages, which are acting as an anchorage, enhance this desire. In this part of the website, the readers are persuaded with stylistic and lexical choices, such as metaphoric and hyperbolic language together with the use of the verbs that evoke only positive feeling in the readers. The message does not only generate interest, it also stimulates the desire to try the service.

3. The desire stage is achieved during the time the authors prominently highlight the outstanding features of the institutions that the would-be clients will not experience

UNIVERSIDAD DE MÁLAGA

at other health resorts. They create desire to book the services, communicating the uniqueness of them. Moreover, the users are allowed to experience the health tourism products first hand. This is done through resources such as photos, videos, virtual 3D tours, and online webcams. In addition, the users get information on how other consumers have experienced the services. For this reason, the website of "Karpaty" resort incorporates consumers reviews, and the authors link the website to other review sites, such as Facebook, Instagram, YouTube, and TripAdvisor. These resources have a very strong influence on the potential customers, creating desire to experience what has been good for others. Moreover, "Karpaty" website highlights the fact that the services of the resort are better than those of the competitors.

4. Finally, focusing on the global view of the websites, we can notice that they provide a meaning path through their sections that guides the viewers to acting, the main goal of both websites. These web domains present call-to-action areas that are situated in the last sections and the strips across the bottoms of the pages containing the contact information and addresses of the resorts. "Karpaty" resort provides online booking form in the header, the immediate availability of which can increase the number of purchases. The used words, such as "Book Now", imply immediate action from the users. The phrase gives a push to them to go ahead and buy the services. Providing a price reduction for a certain period, "Karpaty" resort instigates users' awareness that they must act fast and hence encourages bookings. All these components are the most important elements on the websites, and the promoters use the previous stages of the model to bring the users to this final step of the promotions. The websites have clear and easy calls to action, and these areas push the users to buy the services. According to the study of the selected promotional communications, the users receive a positive disposition towards the resorts; therefore, they are likely to be willing to try the services and, consequently, buy them.

5.8. Implication for Further Research

The users of the health tourism websites under analysis are among those who have the initial motivation to visit the destinations and have an ability to travel. The only missing element to persuade them to make a choice is a trigger (Fog 2009). This study has discussed and examined possible persuasive triggers in the form of verbal, visual, and audio-visual cues for the tourism website design. Due to the limited depth of

UNIVERSIDAD DE MÁLAGA

this research caused by the wide scope of the area of investigation, the findings of this thesis can be further studied at a deeper level. The implications for further research include a fuller analysis of similar websites.

The present work raises several opportunities for future investigations; therefore, it is of great importance to showcase the limitations of this study, which will point some fruitful avenues for future works. Taking into consideration that this thesis deals with the influential nature of health tourism discourse and detects its persuasive strategies, it is interesting to continue investigations in the following aspects:

1. Future studies may conduct a deeper discourse analysis by studying the use of specific terminology or rhetorical devices to further explore communication practices of tourism healthcare organizations. Terminology is one of the recurrent features of this kind of verbal texts. Both corpora present highly specialized vocabulary and lexical collocations with the terms mainly belonging to the register of health tourism. Due to the specialization of these institutions, the authors of promotional materials must use terminology to describe medical and wellness procedures. It raises the need to investigate this verbal feature and how it influences the behaviours of the readers. Figures of speech are also found in the register of health tourism, indicating the influential nature of the texts. The visual accompanying messages could be an interesting issue in the research of this kind.

2. The theory of visual grammar (Kress & van Leeuwen 2006) does not target any specific discipline or industry; it is a general framework, which is proven as an effective means of categorizing different image types. Due to the absence of a theory on the classification of tourism images and the images of healthcare related themes, the present research, which is based on former studies, is subjective. Thus, there is a need for additional research to apply this framework to other health tourism resorts to better understand the possible image items manifested on this type of websites. It can lead to the creation of a standard image pattern within the field in order to build up a common image item list (Pan & Li 2011).

3. Additionally, the visual social semiotics framework is rather complex; therefore, future research can go more in-depth when examining the images and videos of health tourism websites. The authors of these websites use images that describe medical and wellness procedures due to the specialization of the institutions. It raises the need to investigate this visual feature and how it influences the behaviour of the

UNIVERSIDAD DE MÁLAGA

readers who are interested in this kind of procedures. Video is an enormous source of information that includes visual and linguistic messages; and these messages can be investigated taking into consideration only health-related aspects that lead to booking processes.

4. The findings of this research are limited to the webpages of two sites without considering the information that can be received in new windows or when the users are redirected to other sources of information that are not these two websites. For example, social media outlets, such as Facebook, Instagram, YouTube, TripAdvisor or others, introduced on the websites can be examined, as these social media platforms work together with the websites in order to maximize the online exposure of the institutions. In addition, the other semiotic resources offered via the websites' hyperlinks should also contribute to the identity construction of the organizations. Therefore, future research can compile a larger data base, including all the external resources offered from the websites to give a more comprehensive understanding of the health tourism destination brand identities presented via various platforms.

5. Nowadays, customers can take part in the creation of a tourism product through their testimonials, as it has been shown in this research. The technique requires an audience involvement to construct an implied communication to attract an attention. It can be a huge amount of linguistic, visual, and audio-visual information, as the website of "Karpaty" resort have demonstrated. This means that a multimodal analysis can be conducted referring these messages. Researchers may also look at a related element such as a website user interactivity to assess how the users interact with online messages. It will be interesting to investigate how this instrument enables the users to contribute to the construction of image or to the content of websites. In this case, social networks will be of a great importance in the research work, as these sources of information provide a significant feedback environment for destinations.

6. Another issue worthy of attention for future research is that both health resorts examined in this work can modify and revamp the appearance and infrastructure of their websites with time. A diachronic comparison of the old and new versions of the websites is thus recommended. The changing nature of the verbal and visual representations suggests that the tourism brand images and marketing values, which the resorts communicate, also evolve over time. The proposed research can be realized every 5 years.

UNIVERSIDAD DE MÁLAGA

7. It is possible that online tourism promotion differs from online product-based promotion. Moreover, the use of the same channels of information on these websites may show dissimilar impact on the viewers, meaning that persuasion techniques can vary for different promotions. For example, a social proof instrument can be the most popular technique on one site and less common on the other. What seems to be more important in tourism websites can be treated as less important in other websites. Hence, it raises a question that there might be persuasion techniques that work better for online tourism context then for other online contexts. The same comparison can be made between online tourism promotion and online health tourism promotion.

8. Variations in English and Russian persuasive discourses are an interesting issue to observe, too. This study can uncover similarities and differences between the English (i.e., language used to internationalize websites for foreign tourists) and Russian (i.e., language intended for domestic tourists or those who have it as a first language) versions of health tourism websites in relation to their persuasive strategies. This study will compare the nature of discourse constituents of the sites under analysis. Moreover, researchers may focus their attention on the translation and its quality. The study can also be devoted to determining the differences in the ways the websites target their English-speaking and Russian-speaking audiences.

9. The samples of this investigation were collected during the 2019-2020 winter, just before the COVID-19 pandemic, meaning that the destinations had not yet applied measures to safeguard the health of their customers against the spreading virus and its consequences. Some months later, "Karpaty" website incorporated various verbal and non-verbal components on the matter into its promotional texts. The fact raises interest in the investigation of these forms of communication to increase patient trust and confidence in the health tourism institutions.

10. The final limitation is that the current analysis was mainly based on the researcher's own perspective; the users of the websites may generate different perceptions of the same information. How information is cultivated in the users' minds can be explored through survey research about their views of the health tourism websites. Future studies could also develop a questionnaire to obtain more insight into tourists' trends, preferences, and needs when they look for a healthcare resort online to travel to. It will allow researchers to identify the most suitable verbal and technological tools for enhancing the tourist experience in the search phase, prior to a travel. Such

UNIVERSIDAD DE MÁLAGA

data can offer practical implications for tourism marketing organizations to define and communicate preferred messages on their websites, as the identity introduced by a sender could be distinct from the perceived one by an addressee (Cai 2002).

Health tourism institutions need to make use of appropriate persuasion techniques to produce much more persuasive websites to influence the visitors. If the process to organise the persuasion techniques advances, more salient features will be identified. Further research will contribute to the body of this knowledge; therefore, the conceptual framework for a persuasive web design in the field will be extended.

Optimising the persuasion triggers in a website design would be beneficial for health tourism organizations because a persuasive website can help establish the emotional connections with the users, strengthen their confidence and trust, and help them form positive attitudes towards the health tourism products. Therefore, the studies on the influential components of health tourism language need to be conducted, the findings of which could also be embedded into the courses of business English, tour guide training courses, and so forth.

UNIVERSIDAD DE MÁLAGA

CONCLUSION

This study shows how tourism discourse has been employed by Carpathian websites (Ukraine) promoting health-oriented services in order to attract potential tourists' attention and, consequently, affect their destination choice. For a more comprehensive understanding of this kind of promotion in terms of the persuasiveness of its discourse, the study documents the operation of multimodal strategies in the promotion of "Karpaty" hotel and resort and "Solva Resort & SPA" recreation-therapeutical complex, considering verbal, visual, and audio-visual communication channels. In doing so, it investigates the image creation of the two destinations by means of influential representations and describes how health tourism discourse uses both persuasive linguistic and non-linguistic strategies to increase the selling power of the promoted services.

Since in the digital age tourism marketing occurs online and clients now rely heavily upon the digital domain, the destinations under analysis maximise their presence through website traffic and social media, implementing the most effective methods to promote their services. Their websites provide these institutions with ideal platforms to convey the values of the places and deliver their marketing messages to appeal to the target audiences. At the same time, the websites offer an excellent way to increase the overall visibility of both destinations, where discourse has a very strong influence over the users. Their compelling messages are crucial in the promotion of these destinations, as they offer the users the best possible experiences, which is one of the maxims used in any promotion. This fact is, in turn, associated with using persuasive language.

Following Pauwels' multimodal framework for analysing websites, I navigated through the selected websites to gather their modes of communication. It helped me explore the verbal texts, visual and audio-visual imagery of the sites to answer the research question of how health tourism is communicated on websites to persuade their users. The study has also utilized various analytics in achieving the research objectives. The works of Manca (2018), Dann (1996), Kress and van Leeuwen (2006), Mu Group (Groupe μ), Dimitrova *et al.* (2002), Cialdini (2001), Robert and Susan Cockcroft (2005), the element of AIDA model, and the studies of other researchers and academics were particularly valuable in guiding this investigation to detect power relations that are established and reinforced through health tourism language use.

UNIVERSIDAD DE MÁLAGA

The analysis has revealed that the selected corpora present a specific nature. To depict the destinations, the discourse on the websites highlights leisure and a medical part, it also involves communicative sections responding to different purposes to fully inform the readers and convert them. Thus, this kind of discourse is made of different agents and linguistic fields. It is a tool that contains various forms of subjectivity to order the promoted realities in a way that affects the readers' perspective.

Since health tourism involves a wide field of health-oriented activities, the discourse under analysis presents a complex range of services that try to improve and maintain well-being and personal health. It is linked to sports and medicine, has connection with nature, and includes elements of cultural tourism. The vast majority of specific components belonging to many disciplines turn this discourse into a multidisciplinary one featuring a great variety of different specialized fields.

This discourse is the product of the interplay of multiple modes of communication; it encompasses textual, visual, and aural representations. It is not only a combination of transmission of information via these discursive resources, but also is a channel of delivering persuasiveness. To convince the potential tourists to visit the resorts, this type of discourse applies diverse linguistic techniques and nonlinguistic choices of influence to create appealing imageries of the places that match the needs and interests of the target market. In doing so, they do not just communicate the qualities and characteristics of the places and their services but try to communicate what these qualities and characteristics mean to the customers. Thus, these digital promotional corpora present a broad variety of persuasion strategies.

The marketers make use of such a wide range of techniques to attain their goal: persuade and eventually sell. Therefore, the nature of the discourse of the websites is extremely persuasive because of their promotional function. Since the authors resort to different devices to make a positive impact on triggering the users' behaviour, these domains are converted into complex communication tools. The language usage and visual elements are the main devices applied on the resorts' websites; they construct the discourse. These levels of information organization are very important in influencing the purchasing decisions of travellers, and some of the techniques within each level are crucial to assisting the users in making decisions.

The data collection of this study demonstrates that both destinations share many similarities and present some differences. The websites look pretty different from one

UNIVERSIDAD DE MÁLAGA

another but share similar standard components. The impactful verbal and visual semiotic codes are a common trait across both luxury resorts. The findings indicate that in order to fulfil their communication function, the websites make use of highly persuasive discursive strategies. Through these resources, the authors positively assess the locations, amenities, surroundings of the places, and express their ideological positions towards the advertised commodities. These communicational resources contribute to creating seductive presentations of the destinations, thus influencing the users' attitudes and being able to change their behaviour. To get this effect, the marketers use diverse options that are carefully organized within the promotional digital spaces. Therefore, the web-texts transform the institutions into commodities through these promotional processes (Santulli 2007), which look for a tangible action on the part of the users, that is, the purchase of the advertised services. "Advertising is one of the most dynamic and versatile genres of public discourse today" (Bhatia 2005: 214), as marketers search for effective advertising, and this effect is achieved using specific techniques. In the corpora of the websites, these techniques contribute to persuading the potential customers and make them real clients of the resorts.

Despite many similarities in their web-mediated communication strategies, each resort has discursive strategies that reveal diverging attitudes in their choices of semiotic resources to construct their own brand identities. The common materials of both websites contain textual descriptions, photographic pictures, and Google Maps. The distinctive features are the videos, interactive map, online webcams, online booking form, live website chat, and virtual reality 3D tours. All these promotional materials are used to demonstrate positive and individualized images of the resorts to the potential tourists. Creating a differentiated image is the essence of any resort positioning, since it can give them the power to differentiate themselves from competitors, and thus capture consumers' minds in the target market (Qu *et al.* 2011). The authenticity and uniqueness of the places are the main characteristics that are emphasized with these multimodal discursive units of the corpora and transmitted by means of the voices embedded into the websites to encourage the receivers to experience the destinations.

The results reveal that the websites make use of specific linguistic elements; the choice of words, grammatical structures, and stylistic devices is carefully made in order to enhance the persuasive power of the communications. The language of the websites speaks in positives and glowing terms of the services and attractions of the institutions

UNIVERSIDAD DE MÁLAGA

(Dann 1996). To achieve the purpose of creating a favourable impression, the authors use a great number of nouns and adjectives, including comparative and superlative forms of them, to describe and highlight the qualities of the destinations. Key words highlight the most important values of the destinations and refer to the requirements of the potential clients. Furthermore, numerals help draw attention to particular elements of the written texts; loan words authentically provide the culture and traditions of the places; terminologies are employed to gain prestige and trust; slogans are used for emotional manipulation; and specific stylistic features help emphasize some important issues to increase the power of the messages. On the other hand, to maintain the communicative links with the readers, the promoters use the second person singular and the imperative mood to address the audiences directly. They also include questions with the intention of involving the readers in the promotional messages. And finally, conditional sentences are used to offer the readers the best solutions for their holidays.

The visual components of the verbal language on the websites play a substantial role in the meaning-making process, too. The choices of size, font, style, and colour capture and hold the attention of the viewers, evoking different emotions and connotations in them. Moreover, these components effectively contribute to the attractive designs of the websites and enhance the persuasive impact of their promotional messages.

The Internet has offered the destinations new opportunities for competition. Creating their promotional materials, the authors take advantage of the benefits of the World Wide Web using its capacities to enhance the persuasiveness on the websites. As for technological means of transmitting information, the main non-verbal influential tools of the websites are effective and meaningful pictures. Both sites feature several photographs depicting the settings that are promoted, thus they can be considered as a proof of the written texts. Reinforcing the ideas of the verbal messages, they also capture and communicate what the words cannot transmit. In addition to being trust indicators, most photographic pictures generate an emotive response from the viewers and display strong social engagement with them establishing dialogic relationships. Their colours help imply certain meanings and evoke various positive senses in the viewers. The images of both corpora are also highly selective and emphasize only the positive aspects.

According to this study, the analysed certificates, which are presented as a visual

UNIVERSIDAD DE MÁLAGA

source of information, help in building confidence by stating the qualification of "Karpaty" destination. The photos featuring celebrities and employees can immediately grab attention and build credibility, differentiating "Karpaty" resort from its competitors. The pictures presenting the local culture transmit the idea that the guests will experience a meaningful and interesting trip. The detected visual simile and metaphor are also useful pictorial devices in enhancing the power of the messages. On the other hand, the pictures featuring narrative structures express joy and satisfaction and create a positive appeal for the viewers. Furthermore, it is also important to mention visual and verbal clichés as powerful image creators for the destinations.

The logos found in the corpora are important visual tools that represent the destinations and create awareness about these places and what they offer for their guests. They reflect the messages of the websites, highlighting the main characteristics of the resorts. Thus, these visual marks help distinguish these establishments in a competitive world.

The videos, 3D virtual tours, interactive map, webcams, online booking form, and Google Maps used in the corpora of the websites have been shown as the means of a great impact on the viewers, too. All these ultimate marketing tools provide useful, additional, and influential messages. Embedding these materials in the websites produces an additional value for the destinations. Conveying information, these techniques help grab the audiences' attention and create a positive first impression. Thus, the resorts present themselves in the best way, and their websites help the users "virtually" visit the destinations.

The studied videos are a powerful tourism marketing strategy; they help target marketing messages towards the potential tourists in a way that is convenient to them. They easily imitate the realities and instil the viewers with confidence, proposing an entertainment. The virtual tours enable the viewers immerse themselves in the digital environment of "Solva" destination and look at the highlighted amenities of this place. The interactive map gives a quick summary and overview of "Karpaty" resort to help the viewers become familiar with this place. By clicking on the webcams, the audience are given the opportunity to travel live online, discovering special places and getting the updated weather information. The online booking form and live website chat serve for increasing purchases. Google Maps help the users locate the resorts and get the panoramic views of the areas surrounding the destinations.

UNIVERSIDAD DE MÁLAGA

The websites present these various multimodal expressive solutions to portray the destinations and to impact on several levels. Their verbal and nonverbal components, including the design elements such as simple typography, familiar page layouts, and colours, work together and are enhanced through the websites' easy navigation to create the overall images of the destinations. The interaction of these semiotic choices enables the readers to understand the message without them being explicitly said. The multimodality offered on these online environments increases the reception of the messages, capturing and holding the users' attention. Hence, the websites are hybrid domains that fulfil a plurality of semiotic, cognitive, and emotional functions to achieve the goals of their communications.

The study also has detected that the texts illustrate real customers' experiences. The destinations display testimonies on their websites, posting the photos, videos, and recommendations of their happy and satisfied customers, so that the potential customers can associate themselves with these figures. Such opinions are significant and reliable sources of information these days and help tourists make their choices. Moreover, the feedback areas provide costumer-to-customer exchanges to increase the benefits of "Karpaty" destination because of transmitting a real-life context.

Furthermore, the study shows that culture, gender needs and preferences, and the use of English as an international language are the important factors of the persuasive power of health tourism promotion. Besides, storytelling is an integral part of the contents on the websites. The verbal narratives of the corpora, which are supplemented with photographic pictures, videos, and music, create rich texts to involve the audiences. The narrative structures of the discursive units help present the values of the destinations in an interesting and memorable way to engage the users.

The variety of the services, diversity in the activities, and multiple-choice advantages are evident throughout both corpora, too. This technique tries to meet the needs of a large number of customers. These variations can fulfil their expectations, contribute to their satisfaction, and change their buying behaviour, thus enhancing the purchase likelihood of the promoted health tourism products. In addition, the authors try to present the same information in different ways. This diverse content strategy addresses the audiences in variety of forms to create engaging contents that connect with multiple learning styles of the users.

Attempting to persuade and convert the users of the websites through the written

UNIVERSIDAD DE MÁLAGA

texts, static and moving pictures, audio-visual offerings, and virtual reality, the authors strategically combine verbal discourse together with technological choices. In this way, the interaction between the verbal and iconic codes generates complex and stimulating communicative events that successfully contribute to the achievement of the persuasive function. Hence, an image building of health tourism destinations is a very complex process, and the persuasive power of their promotional discourse depends on the mentioned communicative elements and the technique of influence within them.

The components and features of health tourism discourse discussed in this thesis are powerful means of a positive image formation in the health tourism sector. All these resources, which are deployed to strategically present the resorts as the best places and to evoke in the users a favourable attitude toward them, successfully make the destinations and their services stand out from the competition. The reason is that these recourses make the descriptions of the locations' physical and cultural characteristics together with the promises of health care and recreational experiences extremely evaluative and, therefore, persuasive. The successful convincing messages effectively provide proofs and arguments creating belief in the presented health tourism products. In this way, the complex discourse of the websites presenting "Karpaty" and "Solva Resort & SPA" resorts produce in the receivers a desire to go there and have a unique experience. The images of the resorts are transformed into desirable tourist destinations. Moreover, the promotional materials feature structured communication that controls the order of how the information on these websites is presented to their users. The elements of the sites encourage the users to follow pathways leading to taking actions. In these cases, the destination promotion processes on both websites are therefore achieved. This fact was confirmed through measuring the promotional efforts of the selected websites with AIDA scheme.

Persuasion has an important role for these institutions; this powerful component is used to sell their services. It means persuasion is the reason why these resorts have their consumers; it is designed to produce action in them. It plays a crucial role in helping their owners to maximise bookings and revenue. Therefore, the success of health tourism destinations depends on the way these places are advertised, that is, to the content of their promotional materials. In this case, discourse is the most powerful driving force, whose aim is to persuade and convert people from potential to actual clients (Dann 1996).

UNIVERSIDAD DE MÁLAGA

The innovative feature of this research work lies in the results of the two websites analysis that has detected the possible ways of attracting, seducing, and encouraging their users. The further research on the same theme is also necessary since the process of technological advance continues and new techniques to influence a website user can appear. As the study was not very extensive, we hope that the work can contribute to the analysis of other studies on similar subjects. With the growth of the online tourism domain, analyses of the texts related to health tourism, which are distributed and used through the Internet, are needed to better understand this increasingly important area of tourism.

This thesis contributes to the field of tourism studies by focusing on the concept of persuasion and on how it is operated in health tourism communication. The mission of this study is to understand the power of health tourism texts activating several modes. It also shows how a multimodal analysis can add insights to brand formulation and the successful chase of new clients. The results lend support to the importance of a strong and unique image in constructing a health tourism brand identity for survival within the globally competitive marketplace (Qu *et al.* 2011). Thus, knowledge of the content and structure of these online materials is necessary from a practical perspective in that it provides insights for tourism marketers who need to compete within this space. Moreover, the findings of this study not only benefit the marketers within the tourism industry in designing a successful website, but also can be used as guidelines to feed the tourism studies in terms of curriculum or syllabus content.

UNIVERSIDAD DE MÁLAGA

REFERENCES

Abazaj, S. (2011). Techniques of the language of tourism verbal and visual techniques in UK's brochures. Universite of Tirana. Available at: https://www.academia.edu/5840261/Techniques_of_the_Language_of_Tourism_Verbal_and_Visual_Techniques_in_UK_s_Brochures

Adami, E. (2015). What's in a click? A social semiotic framework for the multimodal analysis of website interactivity. *Visual Communication 14*(2): 133–153. Los Angeles, London, New Delhi, Singapore and Washington DC: SAGE Publications.

Adams, K. M. (2004). The genesis of touristic imagery politics and poetics in the creation of a remote Indonesian island destination. *Tourist Studies 4*(2): 115–135.

Adams, K., Snyder, J., Crooks, V., Johnston, R. (2015). Tourism discourse and medical tourists' motivations to travel. *Tourism Review 70*(2): 85-96.

Adeyinka-Ojo, S., Nair V. (2016). A Narrative Analysis of Health Tourism in Selected Asia Destinations: Past, Present and Future. Proceedings of the 6th Asia Euro Conference 2016. Malaysia: Taylor's Toulouse University Centre.

Agorni, M. (2012). Questions of Mediation in the Translation of Tourist Texts. *Altre Modernita. Confini Mobili: Lingua e Cultura nel Discorso del Turismo 2*: 1–11.

Aitchison, C. C. (2003). *Gender and leisure. Social and cultural perspectives.* London: Routledge.

Alikina, E. Yu. (2010). Osobennosti funktsionirovaniya metafory v turistskom diskurse [Peculiarities of functiony of a metaphor in tourist's discourse]. Perm University Herald. *Russian and Foreign Philolgy 4*(10): 80–86.

Aliluiko, E. A. (2000). *Formirovanie kommunikativnoi kompetentnosti menedzherov turizma v protsesse izucheniya inostrannogo yazyka [Developing communicative competences of tourism managers as part of foreign language teaching].* Moscow: Russian International Academy of Tourism.

Alvarez, M. D., Campo, S. (2014). The influence of political conflicts on country image

UNIVERSIDAD DE MÁLAGA

and intention to visit: A study of Israel's image. *Tourism Management 40*: 70-78.

Ang, S. H., Lim, E. (2006). The influence of metaphors and product type on brand personality perceptions and attitudes. *Journal of Advertising 35*(2): 39-53.

Arens, W.F., Weigold, M.W., Arens, C. (2013). *Contemporary advertising & integrated marketing communications.* (Fourteenth edition). Irwin: McGraw-Hill.

Atakian, G. S. (2013). Reklamnyi obraz kak sintez ekspressii i standarta (na materiale turisticheskoi reklamy). [Advertising image as an expression and standard synthesis (as shown by a material of tourist advertising)]. Adygeya State University Herald, 2. *Literature and Arts 1*(114): 85–89.

Bakker I., van der Voordt T., Vink P., de Boon J., Bazley C. (2015). Color preferences for different topics in connection to personal characteristics. *Color Res Appl. 40*(1): 62-71. doi:10.1002/col.21845

Baldry, A., Thibault P. J. (2006). Multimodal transcription and text analysis: A multimedia toolkit and coursebook. London/Oakville. *Equinox*: 270.

Barthes, R. (1964). *Rhetoric of the image.* Oxford University Press (2012).

Barthes, R. (1977). *Image, Music, Text.* Translated by Heath, S. London: Fontana Press.

Basarati, A., Razinejad, S. M. (2016). Rhetoric of persuasion: A critical look at intertextuality and interdiscursivity as persuasive discursive practices in Robert Bolt's "A man for all seasons". *Journal of Literature, Languages and Linguistics. An International Peer-reviewed Journal 26*.

Bastos, C. (2011). From sulphur to perfume: Spa and SPA at Monchique, Algarve. *Anthropology & Medicine 18*(1): 37-53.

Bauer, C., Scharl, A. (2000). Quantitative evaluation of web site content and structure. *Internet Research 10*(1): 31- 43.

Becken, S. (2010). The importance of climate and weather for tourism: Literature review. Retrieved from

UNIVERSIDAD DE MÁLAGA

http://www.lincoln.ac.nz/PageFiles/6698/WeatherLitReview.pdf

Bell, P. (2001). Content analysis of visual images. In Theo van Leeuwen and Carey Jewitt (Eds.). *Handbook of visual analysis.* London: Sage Publications.

Benzler, D. (2013). Historical Background of Medical Tourism. Medical tourism.com. Retrieved from https://www.medicaltourism.com/blog/historical-background-of-medical-tourism-2/

Berger, A. A. (2004). *Deconstructing Travel: Cultural Perspectives on Tourism.* Walnut Creek, California: Altamira Press.

Bertinato, L., Reinhard, B., Nick, F., Legido-Quigley, H., Mckee, M., Palm, W., Passarani I., Ronfini, F. (2005). Cross-border Health Care in Europe. Policy Brief. *European Observatory on Health Systems and Policies.* Available at: http://apps.who.int/iris/bitstream/10665/107679/1/E87922.pdf

Bezemer, J. (2012) What is multimodality? Institute of Education: UCL. Retrieved from https://mode.ioe.ac.uk/2012/02/16/what-is-multimodality/

Bhatia, V. K. (2005). Generic Patterns in Promotional Discourse. In Halmari H. & Virtanen T. (Eds.). *Persuasion across Genres: A Linguistic Approach*: 213-225. Amsterdam, Philadelphia: John Benjamins.

Bhosle Ambudi, Chaudhary Brijesh, Sharma Ashish (2012). Consumer perception and attitude towards the visual elements in social campaign advertisement. *IOSR journal of business and management (IOSRJBM) 3*(1): 6-17.

Biber, D., Conrad, S., Leech, G. (2002). *Longman student grammar of spoken and written English workbook.* Harlow, Essex: Pearson Education Limited.

Biber, D., Conrad, S., Reppen, R. (1998). *Corpus Linguistics: Investigating Language Structure and Use.* Cambridge: Cambridge UP.

Bielenia-Grajewska, M., Cortes de los Rios, E. (2018). *Innovative perspectives on tourism discourse.* USA: IGI Global.

Blanco Gómez, M. L. (2012). Informing or persuading travellers: The language of

UNIVERSIDAD DE MÁLAGA

airlines advertisements. *Ediciones Universidad de Salamanca (II época) 18*: 81-94.

Blazevic, N., Stojic, A. (2006). Pragmalinguistic elements in tourist destination image formation. *Tourism and Hospitality Management 12*(1): 57-66,

Blažević, N., Stojić, A. (2006). Pragmalinguistic elements in tourist destination image. *Tourism and Hospitality Management 12*(1).

Blommaert, J., Bulcaen, C. (2000). Critical Discourse Analysis. *Annual Review of Anthropology 29*: 447-466.

Bondarouk, T., Ruel, H. J. M. (2004). Discourse analysis: Making complex methodology simple. In: T. Leino, T. Saarinen, and S. Klein (Eds.). Proceedings of the 12th European Conference on Information Systems (ECIS). (2004). Turku Finland.

Bonney, E.K. (2014). The impact of advertising on consumer purchase decision. Available at: https://www.academia.edu/7809876/The_Impact_of_Advertising_on_Consumer_Purchase_Decision._A_Study_of_GIJ_Students_

Borman, E., (2004). Health tourism. *BMJ 328*(7431): 60-61.

Brandth, B., Haugen, M. (2010). Doing farm tourism: The Intertwining practices of gender and work. *Journal of Women in Culture and Society 35*(2): 425 – 446.

Breeze, R. (2013). *Corporate Discourse.* London: Bloomsbury.

Bristow, R. S., Yang, W. T., Lu, M. T. (2009). An Application of the Global Sustainable Tourism Criteria in Health Tourism. Geography and Regional Planning Westfield State College. In Proceedings of the 2009 Northeastern Recreation Research Symposium GTR-NRS-P-66.

Brown. G., Yule, G. (2012). *Discourse analysis.* (Cambridge textbooks in linguistics). Cambridge: Cambridge University Press.

Buchanan-Oliver, M., Bulmer, S. (2006). Visual rhetoric and global advertising

UNIVERSIDAD DE MÁLAGA

imagery. *Journal of Marketing Communication 12*(1): 49-61.

Buhalis, D., Deimezi, O. (2004). E-tourism developments in Greece: Information communication technologies adoption for the strategic management of the Greek tourism industry. *Tourism & Hospitality Research 5*(2): 103-130.

Cai, A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research 29*(3): 720-742.

Cappelli, G. (2006). *Sun, Sea, Sex and the Unspoilt Countryside. How the English language makes tourists out of readers.* Pari Publishing: Pari.

Cappelli, G. (2008). The translation of tourism-related websites and localization: problems and perspectives. In Baicchi A. (Ed.) (2007). *Voices on Translation*: 97-115. RILA Rassegna Italiana di Linguistica Applicata, Roma: Bulzoni Editore.

Cappelli, G. (2013). Travelling words: Languaging in English tourism discourse. In Villani S., Yarrington A. (Eds.). *Travels and Translations*: 353-364. Amsterdam, New York: Rodopi.

Carr, N. (1999). A study of gender differences: Young tourist behaviour in a UK coastal resort. *Tourism Management 20*: 223-228.

Carrera, P., Bridges, J.F.P. (2006). Globalization and Healthcare: Understanding Health and Medical Tourism. *Expert Review of Pharmacoeconomics and Outcomes Research 6*(4): 447-54.

Carvão, S. (2010). Embracing user generated content within destination management organizations to gain a competitive insight into visitors' profiles. *Worldwide Hospitality and Tourism Themes 2*(4): 376-382.

Cassel, S., Pettersson, K. (2015). Performing gender and rurality in Swedish farm tourism. *Scandinavian Journal of Hospitality & Tourism 15*(1/2): 138 – 151.

Castello, E., (2002). *Tourist- information texts: A corpus-based study of four related genres.* Padova: Unipress.

UNIVERSIDAD DE MÁLAGA

Catenaccio, P. (2009). "Promoting medical tourism in India: Building identity and reputation in health tourism websites". In G. Garzone, P. Catenaccio (eds.). *Identities across Media and Modes: Discursive Perspectives*: 59-86. Bern: Peter Lang.

Cerutti, S., Piva, E. (2016). The role of tourists' feedback in the enhancement of religious tourism destinations. *International journal of religious tourism and pilgrimage 4*(3): 4.

Cesiri, D. (2014). *The Language of Tourism in the promotion of country villages: Two case studies from Italy (Borghetto) and England (Bibury).* Università Ca' Foscari Venezia.

Cesiri, D. (2015). *English and tourism. English for tourism.* Venice: Cafoscari University.

Cesiri, D. (2017)**.** Balancing tourism promotion and professional discourse: A corpus-based analysis of digital travel guidebooks promoting Venice in English. ResearchGate.

Cheek, J. (2004). At the margins? Discourse analysis and qualitative research. *Qualitative Health Research 14*: 1140-1150.

Chen, J. S., Prebensen, N., Huan, T. C. (2008). Determining the motivation of wellness travelers. *Anatolia 19*(1): 103-115.

Chen, P. H., Hua, N., Shani, A., Wang Y. (2009). Testing the impact of a promotional video on destination image change: Application of china as a tourism destination. *International Journal of Tourism Research 12*(2): 116 – 133.

Cheng, F.W. (2016). Constructing hotel brands: A multimodal analysis of luxury hotel homepages. *Iberica 31*: 83 -108.

Cheng, F.W., Hsu, A.C. (2013). A cross-cultural analysis of Japanese and American hotel websites. Paper presented at the 6th International Conference on the Discourse, Communication and the Enterprise, Beijing, China.

Choi, S., Xinvan, Y. L., Alastair, M. M. (2007). Destination image representation on the Web: Content analysis of Macau travel-related websites. *Tourism Management*

UNIVERSIDAD DE MÁLAGA

28: 118 - 129.

Cialdini, R. B. (2001). *Influence: Science and practice* (4th ed.). Boston: Allyn & Bacon.

Cialdini, R. B. (2007). *Influence: The psychology of persuasion.* New York: Collins.

Clarizia, F., Lemma S., Lombardi, M., Pascale, F. (2017). An Ontological Digital Storytelling to Enrich Tourist Destinations and Attractions with a Mobile Tailored Story. ResearchGate.

Cockcroft, R., Cockcroft, S. (2005). *Persuading people: An introduction to rhetoric.* 2nd edition. Palgrave Macmillan.

Cohen, E., Cooper, R. L. (1986). Language and tourism. *Annals of Tourism Research 13/4*: 533–563.

Cohen, M. (2008). Spas, wellness and human evolution. *Oxford: Butterworth Heinemann*: 3-25.

Cohen, M., Bodeker, G. (2008). Understanding the global spa therapy. Elsevier.

Connell, J. (2006). Medical Tourism: Sea, sun, sand and surgery. *Tourism management 27*: 1093-1100, Elsevier.

Cook, G. (2001). *The discourse of advertising.* London, UK: Routledge.

Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2008). *Tourism: Principles and practice.* Harlow, England: Prentice Hall Financial Times.

Cormany, D. B., Baloglu, S. (2010). Medical travel facilitator websites: An exploratory study of web page contents and services offered to the prospective medical tourist. *Tourism Management 32*.

Cornelissen, S. (2005). Producing and imaging "place" and "people." *Review of International Political Economy 12*(4): 674–679.

UNIVERSIDAD DE MÁLAGA

Cortés de los Ríos M., E., Hernández A. C. (2016). The promotion of health and beauty tourism through websitesa linguistic analysis. *Revista de lenguas para fines específicos 22*(2): 62-83.

Costa, N, Melotti, M. (2012). Digital media in archaeological areas, virtual reality, authenticity and hyper-tourist gaze. *Sociology Mind 2*: 53-60.

Crawford, R. (2006). Health as a meaningful social practice. *Health 10*(4): 401-20.

Crisan, R. E., Bolyai, B., Cantemir, D. (2013). Tourism destination slogans - persuasive or manipulative? Editura Universităţii "Petru Maior".

Crişan, R. E., Bolyai, B., Cantemir, D. (2016). Tourism destination slogans - persuasive or manipulative? Docplayer.net. Available at http://www.diacronia.ro/ro/indexing/details/A23449/pdf

Crooks, V.A., Turner, L., Snyder, J., Johnston, R. and Kingsbury, P. (2011). Promoting medical tourism to India: Messages, images, and the marketing of international patient travel. *Social Science and Medicine 72*(5): 726-732.

Crozier, G. K. D., Baylis, F. (2010). The ethical physician encounters international medical travel. *Journal of Medical Ethics 36*: 297-301.

Crystal, D. (2001). *Language and the Internet.* Cambridge: Cambridge University Press.

Crystal, D. (2003). *English as a Global Language.* Cambridge University Press.

Cui, G., Liu, H., Yang, X., Wang, H. (2013). Culture, cognitive style and consumer response to informational vs. transformational advertising among East Asians: Evidence from the PRC. *Asia Pacific Business Review 19*(1): 16-31.

Dann, G. M. (1996). *The Language of Tourism – A Sociolinguistic Perspective.* Oxford: CAB International.

Dann, G. M. (2000). Differentiating destinations in the language of tourism: harmless hype or promotional irresponsibility? *Tourism Recreation Research 25*(2): 63-75.

UNIVERSIDAD DE MÁLAGA

Dann, G. M. (2001). *The language of tourism*. Cab International: Wallingford.

Dann, G. M. (2007). Revisiting the language of tourism: What tourists and tourees are saying. In C. De Stasio and O. Palusci (Eds.) *The language of tourism*. Milan: Unicopli.

Dann, G. M. (2011). Take me to the Hilton: The language of tourism paradigm. *Folia Turistica 25*(1): 23 – 40

Dann, G. M. (2012). Remodelling a changing language of tourism: From monologue to dialogue and trialogue. *Pasos 10*(4): 59-70.

Dann, G. M., Johanson, L. B. (2009). Lost in translation: The changing verbal imagery of Norwegian "Lapland". *Estudios y Perspectivas en Turismo 18*(4): 449 – 475.

Davoust, E., Corpas Pastor, G., Seghiri, M. (2018). Translating the discourse of medical tourism: A catalogue of resources and corpus for translators and researchers. *SKASE Journal of Translation and Interpretation 11*(2): 34-66.

De Arellano, A. B. R. (2007). Patients without borders: the emergence of medical tourism. *International Journal of Health Services 37*(1): 193-198.

Debata, B. R., Patnaik, B., Mahapatra, S. S. (2011). Development of an instrument for measuring service quality of medical tourism in India. International Journal of Indian Culture and Business Management, 4(6), pp. 589-608.

Decrop, A., Snelders, D. (2004). Planning the summer vacation: An adaptable process. *Annals of Tourism Research 200431*(4): 1008-1030.

Dimitriu, R. I., Bulai, M., Minea, I. (2014). Mineral groundwater resources and health tourism in the eastern Carpathians (Romania). 14th International Multidisciplinary Scientific GeoConference SGEM.

Dimitrova, N., Hong-Jiang, Z., Behzad, S., Ibrahim, S., Thomas, H., Avideh, Z. (2002). Applications of video-content analysis and retrieval. *IEEE Multimedia*: 42-55.

Dinu, M., Zbuchea, A., Cioacă, A. (2011). Health Care Tourism in Romania: Main Features and Trends. *Journal of Tourism Challenges and Trends 4*(2).

UNIVERSIDAD DE MÁLAGA

Dirkin, K. H., Hilden, K., Koehler, M. J., Lundeberg, M. A., Phillips, M. M., Yadav, A. (2011). If a Picture is Worth a Thousand Words is Video Worth A Million? Differences in Affective and Cognitive Processing of Video and Text Cases'. *Journal of Computing in Higher Education 23*(1): 15-37.

Djafarova, E. (2012). Language in tourism advertising: The contribution of figures of speech to the representation of tourism. University of Northumbria at Newcastle.

Djafarova, E., Andersen, H. C. (2008) The Contribution of Figurative Devices to Representation of Tourism Images. *Journal of Vacation Marketing 14*: 291-303.

Dore, L., Crouch G. (2003). Promoting destinations: An exploratory study of publicity programs used by national tourism organizations. *Journal of Vacation Marketing 9*: 137-151.

Dörnyei Z., Csizér K. (2005). The effects of intercultural contact and tourism on language attitudes and language learning motivation. *Journal of Language and Social Psychology 24*(4): 327 – 357.

Durán Muñoz, I. (2011). Tourist translations as a mediation tool: Misunderstandings and difficulties. *Cadernos de tradução* 1(27). Retrieved from https://periodicos.ufsc.br/index.php/traducao/article/view/2175-7968.2011v1n27p29

Dwyer, L. (2015). Globalization of tourism: Drivers and outcomes. *Tourism Recreation Research.*

Dwyer, L., Seetaram, N., Forsyth P., King, B. (2014). Is the migration-tourism relationship only about VFR? *Annals of Tourism Research 46*: 130 – 143.

Echtner, C., Prasad, P. (2003). The Context of Third World Tourism Marketing. *Annals of Tourism Research 30*: 660–682.

Egorova, V. (2014). Language, cognition, and manipulation in advertising discourse. US: ProQuest Information & Learning.

Ehrbeck, T., Guevara, C., Mango, P.D. (2008) Mapping the Market for Medical Travel. Health Care. The McKinsey Quarterly.

UNIVERSIDAD DE MÁLAGA

El-Daly H. M. (2011). Towards an understanding of the discourse of advertising: Review of research with special reference to the Egyptian media. United Arab emirates university. *African Nebula 3*.

Ellis, S. (2008). Trends in the global spa industry. In Cohen, M. & Bodeker, G. (eds.) (2008). *Understanding the global spa industry: Spa management*. Amsterdam: Elsevier.

Eye For Travel (2016). Cross-cultural marketing in a digital age. Retrieved from: https://www.eyefortravel.com/mobile-and-technology-distribution-strategies/cross-cultural-marketing-digital-age

Fairclough, N. (2001). El análisis crítico del discurso como método para la investigación en ciencias sociales. En Wodak, R. & M. Meyer (Eds.) (2003). *Métodos de análisis crítico del discurso*: 179- 203. Barcelona: Gedisa.

Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. London: Routledge.

Febas Borra J. L. (1978). Semiología del lenguaje turístico. Available at http://estadisticas.tourspain.es/img-iet/Revistas/RET-57-58-1978-pag17-203-42200.pdf

Fernández-Cavia J, San Eugenio J, Nogué J, Jiménez-Morales, M. (2013). Characteristics and functions for place brands based on a Delphi method. *Revista Latina de Comunicación Social.*

Fernández-Cavia, J., Castro, D. (2015). Communication and branding on national tourism websites. *Cuadernos.info 37*: 167-185.

Filatova, N. V. (2014). Diskurs sfery turizma v pragmaticheskom i lingvisticheskom aspektah [Discourse of touristic sphere in pragmatic and linguistic aspects]. Moscow: Moscow State Linguistic University.

Fisher, J.J. (2004). Colors: Their connotations and perceived meanings. EzineArticles.com.

Flergin, A. (2014). Language of persuasion: A discourse approach to advertising language. *Research Journal of Recent Sciences 3*: 62-68.

UNIVERSIDAD DE MÁLAGA

Flick, U. (2009). *An Introduction to qualitative research*. UK: Sage Publications.

Fogg, B. J. (1999). Persuasive Technologies. *Communications of the ACM 42*(5): 27-29.

Fogg, B. J. (2003). *Persuasive technology: Using computers to change what we think and do.* CA: Morgan Kaufmann Publishers.

Fox, R., (2004). Gastrospeak: Towards gastronomic identity of Croatian tourism. In Strategic Partnerships for the Development of Tourist Destinations, International Conference, Proceedings, Portorož.

Francesconi, S. (2007). *English for tourism promotion: Italy in British tourism texts.* Milano: Hoepli.

Francesconi, S. (2011). Images and writing in tourist brochure. *Journal of Tourism and Cultural Change 9*(4): 341-356.

Francesconi, S. (2012). Generic integrity and innovation in tourism texts in English. *Trento, Tangram Edizioni Scientifiche*: 43-63.

Francesconi, S. (2014). *Reading tourism text: a multimodal analysis.* Bristol: Channel View Publications.

Franzen, G., Moriarty, S. (2008). The science and art of branding. ME Sharpe.

French, N. (2008). Changes in attitudes as a result of persuasive communications with different emotional connotations. Ontario: Laurentian University.

Frost, G. J. (2004). The spa as a model of optimal healing environment. *The Journal of Alternative and Complementary Medicine 10*(1): S85-S92.

Fuertes-Olivera P. A., et al. (2001). Persuasion and advertising English: Metadiscourse in slogans and headlines. *Journal of Pragmatics 33*: 1291-1307.

Gandin, S. (2013). Translating the language of tourism: A corpus based study on the Translational Tourism English Corpus (T-TourEC). *Procedia-Social and Behavioral Sciences 95*: 325 – 335.

UNIVERSIDAD DE MÁLAGA

Gandin, S. (2014). Investigating loan words and expressions in tourism discourse: A corpus driven analysis on the BBCTRAVEL corpus. *European Scientific Journal 10*.

Garcia-Altes, A. (2005). The development of health tourism services. *Annals of tourism research 32*(1): 262-266.

Gardin, S. (2014). Investigating loan words and expression in tourism discourse: A corus driven analysis on the BBC travel corpus. *European Scientific Journal 10*(2).

Gardin, S. (2014). Investigating loan words and expressions in tourism discourse: A corpus driven analysis on the BBC-travel corpus. *European Scientific Journal 10*(2): 1-17.

Garner, R., Hancock, B. H. (2014). Social theory: Continuity and confrontation. A reader. Geddes, P. (1915). *Cities in Evolution*. London: Williams.

Garrod, B., (2008). Understanding the relationship between tourismdestination imagery and tourist photography. *Journal of Travel Research*. OnlineFirst, Sage Publications.

Garzone, G. (2009). Identity in tourist communication on the internet: Italy's and Spain's websites contrasted. In G. Garzone & P.Catenaccio (eds.). *Identities across Media and Modes: Discursive Perspectives*: 29-58. Bern: Peter Lang.

Gee, J. P. (2005). Critical discourse analysis. In R. Beach, J. Green, M. Kamil, T. Shanahan (Eds.). *Multidisciplinary perspectives on literacy research* (2nd ed.): 293–318. Creskill, NJ: Hampton.

Gee, J. P. (2008). *Social linguistics and literacies: Ideology in discourses.* (3rd Ed.). New York: Routledge

Gender responsible tourism (2018). Gender tourism 2018: Data and opinions. Available at https://www.g-r-t.org/en/gender-issues/data/516-latest-data-compared

Gerritsen, M., Nickerson, C., Van Hooft, A., Van Meurs, F., Nederstigt, U., Starren, M., et al. (2007). English in product advertisements in Belgium, France, Germany, the Netherlands and Spain. *World Englishes 26*(3): 291-316.

UNIVERSIDAD DE MÁLAGA

Glinos, I. A., Baeten, R., Helble, M., Maarse, H. (2010). A typology of cross-border patient mobility. *Health and place 16*(6): 1145-1155. Elsevier.

Glinos, I., A., Boffin, N. (2006). Cross-border contracted care in Belgian hospitals. In: Rosenmöller, M., Baeten, R., McKee, M. (eds.) Patient mobility in the European Union: learning from experience. European Observatory on Health Systems and Policies. Denmark

Gnoth, J. (2007). The structure of destination trends: Leveraging values. *Tourism Analysis 12*: 345-358.

González Fernández, L., Alonso Alonso, A., Gómez Barreiro, J. (2010). Communicative competence, intercultural understanding, and international tourism through English: A visit to Egypt as an example. In R. Caballero Rodríguez & M. J. Pinar Sanz (eds.). *Ways and Modes of Communication*: pp. 139-160. Colección estudios. Cuenca: UCLM.

Goodwin, I., Spittle, S. (2002). The European Union and the Information Society: Discourse, Power and Policy. *New Media & Society 4*(2): 225–49.

Gotti, M. (2003). *Specialized Language: Linguistic Features and Changing Conventions.* Peter Lang.

Gotti, M. (2006). The Language of Tourism as Specialized Discourse. In O. Palusci & S. Francesconi (Eds.). *Translating Tourism. Linguistic/cultural representations*: 15-34. Trento: Editrice Università degli Studi di Trento.

Gotti, M. (2008). *Investigating specialized discourse*. Bern: Peter Lang.

Gotti, M., Maci, S., Sala, M. (eds.) (2017). *Ways of Seeing, Ways of Being: Representing the Voices of Tourism*. Bern: Peter Lang AG.

Govers, R., Go, F. (2009). *Place branding: Global, virtual and physical identities, constructed, imagined and experienced.* Basingstoke: Palgrave Macmillan.

Gretzel, U., Fesenmaier, D. R. (2006). Persuasiveness of preference elicitation processes in destination recommendation systems. *Information Technology & Tourism 6*: 194-204.

UNIVERSIDAD DE MÁLAGA

Griffiths, P. (2006). *An introduction to English semantics and pragmatics*. Edinburgh. UK: Edinburgh University Press Ltd.

Grimm, K. E., Needham, M. D. (2012). Internet promotional material and conservation volunteer tourist motivations: A case study of selecting organizations and projects. *Tourism Management Perspectives 1*: 17–27.

Gulbrandsen, I. T., Just, S. N. (2016). *Strategizing Communication: Theory and Practice*. Frederiksberg: Samfundslitteratur.

Guohua, Z. (2015). Analysis of Graphic Design and color application in tourism advertising. International Conference on Social Science and Technology Education (ICSSTE 2015).

Hadiyat, E. (2016). Study of Marketing Mix and Aida Model to Purchasing on Line Product in Indonesia. *British Journal of Marketing Studies 4*(7): 49 – 62.

Hall-Lew, L. A., Lew A. A. (2014). Speaking heritage: Language, identity, and tourism. In A. A. Lew, C. M. Hall & A. M. Williams (Eds.). *The Wiley-Blackwell Companion to Tourism:* 336 – 348. Oxford: Blackwel.

Hall, C. M. (2011). Health and medical tourism: a kill or cure for global public health? *Tourism Review 66*(1/2): 4-15.

Hall, M. (2003). Spa and health tourism. *Sport and adventure tourism*: 273–292.

Hallett, R. W., Kaplan-Weinger, J. (2010). *Official tourism websites: A discourse analysis perspective.* Bristol, UK: Channel View Publication.

Halliday M.A.K., (1978). *Language as a Social Semiotics: The social Interpretation of Language and Meaning.* London: Edward Arnold.

Halmari, H., Virtanen, T. (2005). *Persuasion across Genres: A Linguistic Approach*. Amsterdam: John Benjamins Pub.

Hannah, J. (2019). What is typography, and why is it important? A beginner's guide. CarrerFoundry. Retrieved from https://careerfoundry.com/en/blog/ui-design/beginners-guide-to-typography/

UNIVERSIDAD DE MÁLAGA

Hardin, K. (1999). Pragmatics in persuasive discourse of Spanish television adverting. The University of Texas. Austin.

Harper, D., Thompson A. (2012). Qualitative research methods in mental health and psychotherapy. *A Guide for Students and Practitioners*: 131-146. London: Wiley-Blackwell.

Harper, D., Thompson, A. R. (2012). Qualitative research methods in mental health and psychotherapy: A guide for students and practitioners. John Wiley & Sons Ltd.

Harrison, C. (2003). Visual social semiotics: Understanding how still images make meaning. *Technical Communication 50*(1): 46-60. Retrieved from http://ezproxy.lib.ryerson.ca/login?url=http://search.proquest.com/docview/220994740?a ccountid=13631

Hassan, H. (2014). Social semiotics: Realizing destination image by means of cultural representations. *International Journal of Social Science and Humanity 5*(1): 149-153.

Health-Tourism.com. The history of medical tourism. Available at https://www.health-tourism.com/medical-tourism/history/

Held, G. (2018). *Strategies of adaptation in tourist communication. Linguistic insights*. Amsterdam: Brill.

Heller, M., Pujolar, J., Duchene, A. (2014). Linguistic commodification in tourism. *Journal of Sociolinguistics* 18/4: 539–566.

Hem, L. E., Iversen, N. M, (2004). How to develop a destination brand logo: A qualitative and quantitative approach. *Scandinavian Journal of Hospitality and Tourism 4*(2): 83-106.

Hemsley-Brown, J., Yaakop, A. (2014). Attitudes toward Specific Advertising Media (AM): Informative or Manipulative? *Asian Social Science 10*(7). Canadian Center of Science and Education.

Hermerén, L. (1999). *English for sale: A study of the language of advertising*. Lund: Lund University Press.

UNIVERSIDAD DE MÁLAGA

Hidalgo Downing R. (2006). The art of persuasion: The relevance of rhetoric today. *Estudios Ingleses de la Universidad Complutense 161*(14): 153-166.

Hjalager, A., Richards, G. (2002). *Tourism and gastronomy*. London: Routledge.

Ho, G. (2004). Translating advertisements across heterogeneous cultures. *The Translator 10*(2): 221-243.

Hoffman, B. (1998). *Word order, information structure and centering in Turkish.* Oxford University Press.

Holloway, J. C. (2004). Marketing for Tourism. Harlow, Essex: Pearson Education Ltd.

Holsanova, J. (2006). Dynamics of picture viewing and picture description. In Albertazzi L. (ed.). Visual thought. The depictive space of the mind. Part Three: Bridging perception and depiction of visual spaces. *Advances in Consciousness Research*: 233-254. Benjamins.

Horenberg, G.H.F. (2015). Tourism advertising: Comparing the effects of push & pull factors in advertising. A cross-cultural perspective. University of Twente Student Theses.

House, J. (2001). Translation quality assessment: Linguistic description versus social evaluation. *Meta 46*(2): 243-257.

Hsu, C. H., Huang, S. (2008). Travel motivation: a critical review of the concept's development. Tourism management: Analysis, behaviour and strategy: 14 -27.

Hua, Y., Yoo, J. J. E. (2011). Travel Motivations of Mainland Chinese Travelers to the United States. *Journalof China Tourism Research 7*(4): 355 -376.

Hudson, S., Brent Ritchie J. R. (2006). Promoting destinations via film tourism: An empirical identification of supporting marketing initiatives. *Journal of Travel Research 44*: 387-396.

Hull, G. A., Nelson, M. E. (2005). Locating the semiotic power of multimodality. *Written Communication 22*(2): 224–261

UNIVERSIDAD DE MÁLAGA

Hull, G. A., Nelson, M. E. (2005). Locating the semiotic power of multimodality. *Written Communication 22*(2): 224-261.

Hung McCabe (2009). The rhetoric of the image – Roland Barthes (1964). Traces of the real. Availabale at https://tracesofthereal.com/2009/12/21/the-rhetoric-of-the-image-roland-barthes-1977/

Hvass, K.A., Munar, A. (2012). The take off of social media in tourism. *Journal of Vacation Marketing 18*: 93 - 103.

Hwang, Y., Gretzel, U., Xiang, Z., Fesenmaier, D. R. (2006). Information search for travel decisions. In R. D. Fesenmaier, H. Werthner, K. W. Wöber (eds.). *Destination Recommendation Systems: Behavioral Foundations and Applications*. Cambridge, MA: CAB International.

Hyland, K., Tse, P. (2004). Metadiscourse in academic writing: A reappraisal. *Applied Linguistics 25*(2): 156-177.

Ibrahim, N., Shiratuddin, M.F., Wong, K.W. (2013). Persuasion techniques for tourism website design. The International Conference on E-Technologies and Business on the Web.

Innis, R. (1986). *Semiotics – An introductory reader*. London: Hutchinson.

Ivanova, N., Maslennikova, O. (2013). Some Peculiarities of Modern Tourism Terminology. Izvestiia vuzov. *Seriia Gumanitarnyie nauki 4*(3): 228-234.

Izotov, A. (2013). Repositioning a border town: The case of Sortavala. In H. Eskelinen, I. Liikanen, J. W. Scott (Ed.): *The EU – Russia borderland. New contexts for foreign cooperation*: 165 – 182. London: Routledge.

Jack, G., Phipps, A. (2005). *Tourism and Intercultural Exchange: Why Tourism Matters*. Channel View Publications.

Jakopović, H. (2015). YouTube's role in destination image creation. *Journal of Education Culture and Society*: 217-226.

Jakubowicz, K. (2010). Media systems research: an overview. *Comparative Media*

UNIVERSIDAD DE MÁLAGA

Systems: European and Global Perspectives: 1-21. New York: Central European Press.

Jang, H., Lee, S., Lee, S.W., Hong, S.K. (2007). Expanding the individual choice-sets model to couples: Honeymoon destination selection process. *Tourism Management 28*: 1299-1314.

Janta, H., Lugosi, P., Brown, L., Ladkin, A. (2012). Migrant networks, language learning and tourism employment. *Tourism Management 33*(2): 431 – 439.

Jaworska, S. (2017). Metaphors we travel by: A corpus-assisted study of metaphors in promotional tourism discourse. ResearchGate.

Jaworski, A., Coupland, N. (2006). *The discourse reader* (2nd Ed.). London: Routledge Taylor & Francis.

Jaworski, A., Thurlow, C., Lawson, S., Ylanne-McEwen, V. (2003). The uses and representations of host languages in tourist destinations: A view from British TV holiday programmes. *Language Awareness 12*: 5 – 29.

Jerzy A. Kondracki. Carpathian Mountains. Available at https://www.britannica.com/place/Carpathian-Mountains

Jewitt, C. (2009). *The routledge handbook of multimodal analysis*. London: Routledge.

Jewitt, C. 2013. Multimodal methods for researching digital technologies. In S. Price, C.Jewitt, B. Brown (Eds.): *Handbook of Digital Technology Research*. Thousand Oaks, CA: SAGE Publication.

Johnston, R., Crooks, V.A., Ormond, M. (2015). Policy implications of medical tourism development in destination countries: Revisiting and revising an existing framework by examining the case of Jamaica. *Global Health 11*: 29.

Jones, J. (2006). Multiliteracies for academic purposes: A metafunctional exploration of intersemiosis and multimodality in university textbook and computer-based learning resources in science. Doctoral Thesis, The University of Sydney.

Jørgensen, L. G. (2004). An analysis of a destination's image and the language of

UNIVERSIDAD DE MÁLAGA

tourism. The Aarhus School of Business.

Jorgensen, M. W., Phillips, L. J. (2002). *Discourse Analysis as Theory and Method*. London: Sage.

Josiam, B. M., Kinley, T., Pookulangara, S., Spears, D. L. (2012). Tourist see tourist do: The influence of Hollywood movies and television on tourism motivation and activity behavior. *Hospitality Review 30*(1): 4.

JustFanFacts. Interesting facts about the Carpathian Mountains. Availabale at http://justfunfacts.com/interesting-facts-about-the-carpathian-mountains/

Kalmane, R. (2012). *Advertising: Using words as tools for selling*. Second Edition. Riga: Lulu Enterprises.

Kangas, B. (2010). Traveling for medical care in a Global World. *Medical anthropology: Cross-Cultural studies in health and illness 29*: 344-362.

Kannan, R., Tyagi, S. (2013). Use of language in advertisements. *English for Specific Purposes World 37*(13).

Katan, D. (2014). Transcreation and the professions – Introduction. *Cultus: The Journal of Intercultural Mediation and Communication 7*: 10-19.

Kaya, N., Epps, H. (2004). Relationship between color and emotion: A study of college students. *College Student Journal 38*: 396–404.

Keckley, P. H., Underwood, H. R. (2008). *Medical tourism: Consumers in search of value.* Washington: Deloitte Centre for Health Solutions.

Kennedy, G. A. (2007). *Aristotle: On Rhetoric: A Theory of Civic Discourse*. New York: Oxford UP, Print.

Kerckhove A., Pandelaere, M., Tessitore, T. (2014). The amazing race to India: prominence in reality television affects destination image and travel intentions. *Tourism management 42*: 3–12.

UNIVERSIDAD DE MÁLAGA

Kersic, D. (2017). *How can Tour Operators use Storytelling to get more bookings*. Orioly: Blog Articles.

Khan, S. (2011). Gendered leisure: Are women more constrained in travel for leisure? *Tourismos, an International Multidisciplinary Journal of Tourism 6*: 105-121.

Khan, S. (2014). Word play in destination marketing: An analysis of country tourism slogans. *Tourism Educators Association of Malaysia 11*(1): 27-39.

Kim, C., Lee, S. (2002). Understanding the cultural differences in tourist motivation between Anglo--American and Japanese tourists. *Journal of Travel and Tourism Marketing 9*(1/2): 153–170.

Kim, H. (2008). Persuasive architecture of tourism destination websites: An analysis of first impression. Dissertations and Theses.

Kim, H., Fesenmaier, D. R. (2005). Persuasive design of tourism websites in the United States. The Annual Conference of the Travel and Tourism Research Association, Travel and Tourism Research Association, New Orleans: LA.

Kim, H., Fesenmaier, D. R. (2006). First impression and persuasive design in destination websites. The Annual Conference of the Travel and Tourism Research Association, Travel and Tourism Research Association, Dublin, Ireland.

Kim, H., Fesenmaier, D. R. (2007). Persuasive design of tourism websites in the United States. The Annual Conference of the Travel and Tourism Research Association, Travel and Tourism Research Association, Ljubljana, Slovenia.

Kim, H., Fesenmaier, D. R. (2008). Persuasive design of destination web sites: An analysis of first impression. *Journal of Travel Research 47*(1): 3-13.

Kistanova, L. P. (2006). Situativno-tezaurusnyi podhod k formirivaniyu inoyazychnoi kommunikativnoi kompetentnosti budustchih spetsialistov turindustrii [Situational-thesaurus approach to developing foreign language communicative competence of future specialists in tourism industry]. Sochi: Sochi State University for Tourism and Recreation.

Knoblauch, H., Bernt Schnettler, J. R., Hans-Georg, S. (2012). Video analysis:

UNIVERSIDAD DE MÁLAGA

methodology and methods: Qualitative audio-visual data analysis in sociology paperback. 3rd Revised edition. Peter Lang AG.

Kojima, T., Kimura, T., Yamaji, M., Amasaka, K., (2010). Proposal and development of the direct mail method " PMCI-DM" for effectively attracting customers. *International Journal of Management & Information Systems 14*(5): 15-22.

Kolcun, M., Grabara, J. (2014). Use of elements of semiotic language in tourism marketing. *International Letters of Social and Humanistic Sciences 15*(1): 1-6.

Költringer, C., Dickinger, K. (2015). Analyzing destination branding and image from online sources: A Web content mining approach. *Journal of Business Research 68*(9): 1836-1846.

Kondur, O., Kopchak, Y., Kopchak, L. (2014). Role of the tourism sector in sustainable development of the Carpathian region: Social, educational and economic aspects. *Journal of Vasyl Stefanyk. Precarpathian National University 1*(2,3): 119-122.

Kotler, P., Armstrong, G. (2005). *Marketing: An introduction.* 7th Edition, Prentice Hall, Upper Saddle River.

Kourdis, E. (2014). Intersemiotic translation in advertising discourse: plastic visual signs in primary function in communication. In Zantides, E (ed.). *Semiotics and Visual Communication: Concepts and Practices 1*(2): 72-85. Cambridge Publishing Company.

Kovecses, Z., (2002). *Metaphor: A practical Introduction*. Oxford University Press.

Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management 23*(3): 221 – 232.

Kress, G. (2000). Multimodality. In B. Hope & M. Kalantzis (Eds.). *Multiliteracies: Literacy learning and the design of social futures*: 182-202. London, UK: Routledge.

Kress, G. (2003). *Literacy in the new media age*. London: Routledge.

UNIVERSIDAD DE MÁLAGA

Kress, G. (2009). *Multimodality: A social semiotic approach to contemporary communication.* London and New York: Routledge.

Kress, G., Jewitt, C. (2003). *Multimodal literacy.* New York: Peter Lang.

Kress, G., Jewitt, C. (2003). *Multimodal literacy.* New York: Peter Lang.

Kress, G., van Leeuwen, T. (1996). *Reading images: The grammar of visual design.* London: Routledge.

Kress, G., Van Leeuwen, T. (2001). *Multimodal discourse: The modes and media of contemporary communication*. New York: Oxford University Press.

Kress, G., Van Leeuwen, T. (2002). Colour as a semiotic mode: Notes for a grammar of colour. *Visual Communication 1*(3): 343-368.

Kress, R. G., Van Leeuwen T. (2006). *Reading images: The grammar of visual design*. London: Routledge.

Kuniecki, M., Pilarczyk, J., Wichary, S. (2015). The colour red attracts attention in an emotional context. An ERP study. *Front Hum Neurosci* 9: 212.

Laborda J. G. (2009). Using webquests for oral communication in English as a foreign language for Tourism Studies. *Educational Technology & Society 12*(1): 258 – 270.

Laing, J., Weiler, B. (2008). Mind, body and spirit: Health and wellness tourism in Asia. In Cochrane, J. (ed.). *Asian tourism: Growth and change*: 379-389. Elsevier .

Lapsanska, J. (2012). The language of advertising with the concentration on the linguistic means and the analysis of advertising slogans. Bratislava University.

Larsen, V. (2008). What the symbol can't, the icon can: The indispensable icon/symbol distinction. In: McQuarrie, E.F., Phillips, B.J. (eds). *Go figure! New directions in advertising rhetoric.* New York: M.E. Sharpe.

LaTour, K. (2008). Advertising, public relations and crisis management. In H. Oh, A. Pizam (Eds.). *Handbook of hospitality marketing management*: 153-185.

UNIVERSIDAD DE MÁLAGA

Oxford: Elsevier.

Law, R., Cheung, A. (2006). A study of online hotel reservations on Asia Pacific-based, European-based, and North American-based travel websites. *Hospitality Review 24*(1): 30 – 42.

Law, R., Qi, S., Buhalis, D. (2010). Progress in tourism management: a review of websiteevaluation in tourism research. *Tourism Management 31*(3): 297-313.

Laykova, M. I. (2009). *Soderzhanie kommunikativnoi kompetentsii inostrantsev pri ispol'zovanii russkogo yazyka v sfere mezhdunarodnogo turistskogo biznesa* [Content of communicative competence of foreigners using the Russian language in the sphere of international tourism business]. Moscow: Pushkin State Russian Language Institute.

Lee, J., Pan, S., Tsai, H. (2011). Framing New Zealand: Understanding tourism TV commercials. *Tourism Management 32*: 596-603.

Lee, W, Ulrike, G. (2012). Designing persuasive destination websites: A mental imagery processing perspective. *Tourism Management 3*: 1270-1280.

Lee, W., Gretzel, U. (2012). Designing persuasive destination websites: A mental imagery processing perspective. *Tourism Management 33*(5): 1270-1280.

Legget, B., Rosanas, J. M. (2008). Rethoric and persuasion in management. IESE Business School. University of Navarra.

Lehto, X. Y., Brown, S., Chen, Morrison, A.M. (2006). Yoga tourism as a niche within the wellness tourism market. *Tourism Recreation Research 31*(1): 1–4.

Lemke, J. (2009). Multimodal genres and transmedia traversals: Social semiotics and the political economy of the sign. *Semiotica 173*: 283-297.

Leslie, D., Russell, H. (2006). The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe. *Tourism Management 27*(6): 1397 – 1407.

Lew, A. A., Kennedy, C. L. (2002). Tourism and culture clash in American Indian

UNIVERSIDAD DE MÁLAGA

country. In S. Krakover & Y. Gradus (Ed.): *Tourism in Frontier Areas*: 259 – 283. Lexington: Lexington Books.

Li, X., Wang, Y. (2010). Evaluating the effectiveness of destination marketing organisations' websites: Evidence from China. *International Journal of Tourism Research 12*: 536-549.

Lim, F. V. (2004). Developing an integrative multi-semiotic model. In Kay L. O'Halloran. *Multimodal discourse analysis: Systemic functional perspective*: 220-246. London: Continuum.

Lin, J.H., Lee, S.J., Yeh, C., Lee, W.H., Wong, J.Y. (2014). Identifying gender differences in destination decision making. *Journal of Tourism and Recreation 1*.

Litvin, S. W., Crotts, J. C., Hefner, F. L. (2004). Cross-cultural tourist behaviour: A replication and extension involving Hofstede's uncertainty avoidance dimension. *International Journal of Tourism Research 6*(1): 29 -37.

Liu, Y., O'Halloran, K. (2009). Intersemiotic Texture: Analyzing cohesive devices between language and images. *Social Semiotics 19*: 367-388.

Liu, Y., O'Halloran, K. L. (2009). Intersemiotic Texture: Analyzing cohesive devices between language and images. *Social Semiotics 19*(4): 367–388.

Loda, M. D. (2011). Comparing websites: An experiment in online tourism marketing. *International Journal of Business and Social Science 2*(22): 70-78.

Lopes, S. D. F. (2011). Destination image: Origins, developments and implications. *Pasos: Revista de Turismo y Patrimonio Cultural 9*(2): 305-315.

Lunt N., Smith R., Exworthy M., Green S. T., Horsfall D., Mannion R., (2012). Medical tourism: Treatments, arkets and health system implications: A scoping review, directorate for employment, labour and social affairs, 2011, OECD.

MacCannell, D. (1989). *The tourist: A new theory of the leisure class.* New York: Schocken.

UNIVERSIDAD DE MÁLAGA

Machin, D. (2007). *Introduction to multimodal analysis.* London: Hodder Arnold Publication.

Machin, D., Thornborrow, J. (2003). Branding and discourse: The case of Cosmopolitan. *Discourse & Society 14*(4): 453-471.

Maci, S. (2007). Virtual touring: The web-language of tourism. *Linguistica e Filologia 25*: 41-65.

Maci, S. (2010). *The language of tourism*. Bergamo.

Maci, S. (2013). *Tourism discourse: Professional, promotional and digital voices*. Genova: ECIG.

Magic Carpet Voyag. Available at http://www.travelwithmagiccarpet.com/MustSeeUa.aspx

Mainil, T., Platenkamp, V., Meulemans, H. (2011). The discourse of medical tourism in the media. *Tourism Review 66*(1/2): 31-44.

Malenkina, N., Ivanov, S. (2018). A linguistic analysis of the official tourism websites of the seventeen Spanish autonomous communities. *Journal of Destination Marketing & Management*.

Manca E. (2004). The language of tourism in English and Italian: investigating the concept of nature between culture and usage. *ESP Across Cultures 1*: 53-65.

Manca, E. (2008). From phraseology to culture. *International Journal of Corpus Linguistics 13*(3): 368-385.

Manca, E. (2018). Verbal techniques of the language of tourism across cultures: An analysis of five official tourist websites. *Innovative Perspectives on Tourism Discourse*: 91-110. IGI Global.

Markaryan, E.V. (2004). *Obuchenie professional'no-orientirovannomu mezhkul'turnomu obscheniyu studentov – buduschikh spetsialistov po servisu i turizmu* [Teaching professionally-oriented cross-cultural communication to students – future specialists in service and tourism]. Pyatigorsk: Pyatigorsk state

UNIVERSIDAD DE MÁLAGA

Linguistic University.

Martinec, R., Salway, A. (2005). A system for image-text relations in new (and old) media. *Visual Communication 4*(3): 337-371.

Matheson, D. (2005). *Media discourses: Analysing media texts*. Maidenhead. England; New York: Open University Press.

Mattiello, E. (2012). Metaphor in tourism discourse: Imagined worlds in English tourist texts on the web. *Textus 1*(1): 67-82.

McQuarrie, E.F. (2008). Differentiating the pictorial element in advertising. In: Wedel, M., Pieters, R. (eds). *Visual marketing, from attention to action.* New York: Taylor and Francis.

Meaney, S., Robb, J. (2006). Shooting Ireland: The American tourism market and promotional film. *Irish Geography 39*(2): 129-142.

Meng, F., Uysal, M. (2008). Effects of gender differences on perceptions of destination attributes, motivations, and travel values: an examination of a nature-based resort destination. *Journal of Sustainable Tourism 16*(4): 445 - 466.

Menshikova, E. E. (2011). Ideologemy v turisticheskom narrative [Idiologemes in tourist narrative]. *Political Linguistics 4*(38): 229 – 235.

Mercille, J. (2005). Media effects on image-the case of Tibet. *Annals of Tourism Research 32*(4): 1039-1055.

Midalia, S. (1999). Textualising Gender. Interpretations, 32 (1). In G. Hurrell, 2001. *Masculinities in the English Classroom: Fracturing Stereotypes, English in Australia* (131).

Miguéns, J., Baggio, R., Costa, C. (2008). Social Media and Tourism Destinations. TripAdvisor Case Study. In IASK Proceedings ATR2008 (Advances in Tourism Research): 1-6. Portugal: Aveiro.

Milstein, A., Smith, M. (2006). America's new refugees - seeking affordable surgery offshore. *New England Journal of Medicine 355*: 1637-1640.

UNIVERSIDAD DE MÁLAGA

Mitchell, V.W., Walsh, G. (2004). Gender differences in German consumer decision-making styles. *Journal of Consumer Behaviour 3*(4): 331-346.

Mocini, R. (2005). The verbal discourse of tourist brochure. *Annals of Tourism Research 5*: 153-164.

Mocini, R. (2009). The verbal discourse of tourist brochures. *Annals of the Faculty of Foreign Languages and Literatures of the University of Sassari 5*: 153- 164.

Moghavvemi, S., Ormond, M. E., Musa, G., Isa Mohammed, C. R., Thirumoorthi, T., Bin Mustapha, M. Z., Chiremel Chandy, J. J. (2017). Connecting with prospective medical tourists online: A cross-sectional analysis of private hospital websites promoting medical tourism in India, Malaysia and Thailand. *Tourism Management 58*: 154-163.

Molina, A., Gómez Rico, M., Martín-Consuegra Navarro, D. (2010). Tourism marketing information and destination image management. *African Journal of Business Management 4*: 722-728.

Mooij, M., Hofstede, G. (2011). Cross-cultural consumer behavior: A review of research findings. *Journal of International Consumer Marketing 23*(3-4): 181-192.

Morgan, N., Pitchard, A. (1998). Tourism Promotion and Power – Creating Images, Creating Identities. West Sussex: John Eiley & Sons Ltd.

Morgan, N., Pritchard, A. (2000). Advertising in tourism and leisure. Oxford: Butterworth- Heinemann Publications.

Morgan, N., Pritchard, A., Pride, R. (2011). *Destination brands: Managing place reputation.* (3rd ed.). Oxford: Butterworth-Heinemann.

Moscardo, G. (1999.) *Making visitors mindful: Principles forcreating sustainable visitor experiences through effective communication.* Champaign, Illinois: Sagamore Publishing.

Moscardo, G. (2011). Searching for well-being: exploring change in tourist motivation. *Tourism Recreation Research 36*(1): 15–26.

UNIVERSIDAD DE MÁLAGA

Mottiar, Z., Quinn, D. (2004). Couple dynamic in household tourism decision making: Women as the gatekeepers? *Journal of Vacation Marketing 10*: 149 - 160.

Mowforth, M., Munt, I. (2003). *Tourism and sustainability: Development and new tourism in the third world.* New York: Routledge.

Mueller, H., Lanz Kaufmann, E. (2001). Wellness Tourism: Market analysis of a special health tourism segment and implications for the hotel industry. *Journal of Vacation Marketing 7*(1): 5–17.

Mullet, D. R. (2018). A General Critical Discourse Analysis Framework for Educational Research. *Journal of Advanced Academics*. Sage.

Muñoz, I. D. (2012). Analysing common mistakes in translations of tourist texts (Spanish, English and German). *Onomazein 26*: 335 – 349.

Nabatova, N.V. (2000). *Razvitie professional'noi kompetentnosti studentov turistskogo vuza (na primere inostarnnogo yazyka)* [Developing professional competence of students in tourism high educational establishment (on the example of a foreign language)]. Moscow: Skhodnya.

Navarro, C., Rodríguez Abella, R. M., Dalle Pezze, F., Miotti, R. (2008). La comunicación especializada. *Linguistic insights. Studies in language and communication series 87*. Peter Lang, Bern.

Nielsen, J. (2007). Show numbers as numerals when writing for online readers. Retrieved from https://www.nngroup.com/articles/web-writing-show-numbers-as-numerals/

Nilsson, T. (2001). Noun phrases in British travel texts: A corpus-based study. Uppsala universitet.

Nuno Silva, G. (2010). A 21st century approach to health tourism spas. The case of Portugal. *Journal of Hospitality and Tourism management 1*, Elsevier.

O'Halloran, K. L. (2008). Inter-Semiotic Expansion of Experiential Meaning: Hierarchical Scales and Metaphor in Mathematics Discourse. In C. Jones and E. Ventola (eds). *New Developments in the Study of Ideational Meaning: From Language to Multimodality*. London: Equinox.

UNIVERSIDAD DE MÁLAGA

O'Connor, P. (2010). Managing a hotel's image on TripAdvisor. *Journal of Hospitality Marketing & Management 19*(7): 754-772.

O'Halloran, K. L. (2008). Systemic functional-multimodal discourse analysis (SF-MDA): Constructing ideational meaning using language and visualimagery. *Visual Communication 7*: 443–475.

O'Halloran, K. L., Smith, B. A., Tan, S., Podlasov, A. (2011). Analyzing multimodality in an interactive digital environment: Software as metasemiotic tool. *Social Semiotics 21*(3): 359-380.

Osti, L., Turner, L.W., King, B. (2009). Cultural differences in travel guidebooks information search. *Journal of Vacation Marketing 15*(1): 63 – 78.

Oszlányi, J., Grodzińska, K., Badea, O., Shparyk, Y. (2004). Nature conservation in Central and Eastern Europe with a special emphasis on the Carpathian Mountains. *Environ Pollut 130*(1): 127-34.

Owsianowska, S. (2014). Stereotypes in tourist narrative. University School of Physical źducation in Kraków.

Oyserman, D., Lee, S. W. S. (2008). Does culture influence what and how we think? Effects of priming individualism and collectivism. *Psychological Bulletin 134*: 311–342.

Pan, B., Fesenmaier, D. R. (2000). A typology of tourism-related web sites: It's theoretical background and implications. *Journal of Information Technology and Tourism 3*: 155-176.

Pan, S., Henry, T., Jinson, L. (2011). Framing New Zealand: understanding tourism TV commercials. *Tourism Management 32*: 596-603.

Pan, S., Ryan, C. (2007). Gender, framing, and travelogues. *Journal of Travel Research 45*(4): 464-474.

Papp-Vary, A. (2010). Country slogans and logos: Findings of a benchmarking study.MEB 2010 -8th International Conference on Management, Enterprise and Benchmarking, Budapest, pp. 199-208. Retrieved from http://www.papp-vary.hu/english/Country_Slogans_and_Logos-

UNIVERSIDAD DE MÁLAGA

Findings_of_a_Benchmarking_Study.pdf

Pauwels, L. (2012) A Multimodal Framework for Analyzing Websites as Cultural Expressions. *Journal of Computer-Mediated Communication 17*(3): 247-265.

Pedersen, D. (2014). Exploring the concept of transcreation – Transcreation as 'more than translation'? *Cultus: the Journal of Intercultural Mediation and Communication 7*: 57-71.

Pedersen, D. (2016). Transcreation in marketing and advertising: An ethnographic study. Department of Business Communication, Aarhus BSS, Aarhus University.

Pelaprat, E., Brown, B. (2012). Reciprocity: Understanding online social relations. *First Monday 17*(10).

Peris-Ortiz M., Alvarez-Garcia J. (2015). *Health and wellness tourism. Emergence of a new market segment.* Switzerland: Springer International Publishing.

Permyakova, T. M., Morozova, I. S., Smolianina, E. A. (2017). Speaking of 'Travel' in English and Russian: Lexical Semantics in Tourist' Reviews. *Tourism Culture & Communication 17*(3): 173-189.

Persson, L. (2012). *The language of tourism - how the tourism industry promotes magic.* C-essay, Halmstad.

Phan, T. T. H. (2010). Factors affecting the motivation of Vietnamese technical English majors in their English studies. University of Otago, New Zealand.

Phillips, B., McQuarrie, E. (2009). Impact of advertising metaphor on consumer beliefs: Delineating the contribution of comparison versus deviation Factors. *Journal of Advertising 38*(1): 49-61.

Pickert, K. (2008) A brief history of medical tourism. Time. Availabale at http://content.time.com/time/health/article/0,8599,1861919,00.html

Pierini, P. (2007). Quality in web translation: An investigation into UK and Italian tourism web sites. *The Journal of Specialized Translators 8*: 85-103.

UNIVERSIDAD DE MÁLAGA

Pierini, P. (2009). Adjectives in tourism English on the web: A corpus-based study. *Circulo de Lingstüistiica Aplicada a la Comunicación CLAC 40*: 93-116. Universidad Complutense de Madrid.

Pike, S. (2004). Destination brand positioning slogans: Towards the development of a set of accountability criteria. *Acta Turistica 16*(2): 102-124.

Piller, I. (2003). Advertising as a site of language contact. *Annual Review of Applied Linguistics 23*: 170–183.

Pitsoe, V., Letseka, M. (2013). Foucault's discourse and power: Implications for instructionist. Classroom Management. *Open Journal of Philosophy 3*.

Popescu L., Bădiță A., Șoșea C. (2014). Present and perspectives for health tourism – spa services in Romania. *Forum geographic XIII*(2): 242 - 248.

Prathapan M., Sahadevan S., Zakkariya K.A (2018). Effectiveness of Digital Marketing: Tourism Websites Comparative Analytics Based on AIDA Model. *Pramana Research 8*(5): 15 - 26.

Pritchard, A. (2007). *Tourism and gender: Embodiment, sensuality and experience.* Wallingford: Cabi.

Pritchard, A., Morgan, N. J. (2000). Privileging the male gaze: Gendered tourism landscapes. *Annals of Tourism Research 27*(4): 884 – 905.

Puczko, L. (2012). The Tourism Observatory for Health, Wellness and Spa. Retrieved from: http://www.thetourismobservatory.org/

Putnam L. L. (2010). Negotiation and discourse analysis. *Negotiation 26*:145–54.

Putnam Linda L. (2010). Negotiation and Discourse Analysis. *Negtiation Journal 26*(2).

Qu, H., Kim, L. H., Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management 32*: 465-476.

Quintela, J. A., Correia, A. G., Antunes, J. G. (2010). Service quality in health and

UNIVERSIDAD DE MÁLAGA

wellness tourism – trends in Portugal. *MultiCraft International Journal of Business, Management and Social Sciences 2*(3): 1-8.

Rawal, P. (2013). AIDA marketing communication model: Stimulating a purchase decision in the minds of the consumers through a linear progression of steps. *IRC'S International Journal of Multidisciplinary Research in Social & Management Science 1*(1): 37-44.

Razusova, M. (2009). The Language of Tourism. In M. Ferenčík & J. Horváth (eds). Language, Literature and Culture in a Changing Transatlantic World: International conference proceedings. Retrieved from http://www.pulib.sk/elpub2/FF/Ferencik2/index.html.

Reisinger, Y. (2009). *International tourism: Culture and behavior.* New York: Butterworth-Heinemann.

Reisinger, Y., Turner, L. (2003). *Cross-cultural behaviour in tourism.* Oxford: Butterworth-Heinemann.

Ritchie, B.W. (2009). *Crisis and disaster management for tourism.* Bristol: Channel View Publications.

Ritter, S. (2005). Trends and skills needed in the tourism sector: *Tourism for wellness. Trends and skill needs in tourism 115*(79).

Roberts S. C., Owen R. C., Havlicek J. (2010). Distinguishing between perceiver and wearer effects in clothing color-associated attributions. *Evol Psychol* 8(3): 350-364. DOI:10.1177/147470491000800304

Rojas-de Gracia, M. M., Alarcón-Urbistondo, P. (2016). Current issue in tourism: Toward a gender understanding of the influence of the couple on family vacation decisions. *Tourism Management Perspectives 20*: 290 – 298.

Rokowski, E. P. (2001). Tourism as a language of social control. Simposio Internacional de Comunicación Social.

Ryan, C. (2005). Ethics in tourism research: Objectives and personal perspectives. In W. B. Ritchie, M. P.Burns, & A. C. Palmer (Eds.). *Tourism research methods: Integrating theory with practice*: 9–19. Oxfordshire, UK: CABI Publishing.

UNIVERSIDAD DE MÁLAGA

Saarinen, J. (2004). Destinations in change. The transformation process of tourist destinations. *Tourist Studies 4*(2): 161-179.

Sab, J. (2011). Online Advertising in the Tourism Industry and its Impact on Consumers: A Study to Investigate Online Advertising Tools, the Degree of Usage and Customer Preferences. *TMStudies 7*: 101-107.

Said, E. (2003). *Orientalism.* London, Penguin Group Ltd.

Salim, M. A. B., Ibrahim, N. A., Hassan, H. (2012). Language for tourism: A review of literature. *Procedia-Social and Behavioral Sciences 62*: 136-143.

Salim, M. A. M., Ibrahim, N. A., Hassan, H. (2014). Promoting diversity via linguistic and visual resources: An analysis of the Malaysian tourism website. *LSP International 1*: 1–14.

Samadbeik, M., Asadi, H., Mohseni, M., Takbiri, A., Moosavi, A., Garavand, A. (2017). Designing a Medical Tourism Website: A Qualitative Study. *Iran J Public Health 46*(2): 249–257.

Sanning, H. (2010). Lost and found in translating tourist texts. Domesticating, foreignising or neutralising approach. *The Journal of Specialised Translation 13*: 124 – 137.

Santulli F., (2007). The rhetoric of multimodality: The persuasive power of visual-verbal interplay. In Garzone, G., Poncini, G., Catenaccio, P. (eds.). *Multimodality in corporate communication: Web genres an discursive identity*. Milano: Franco Angeli.

Sastre Ferreira, S. N (2014). Persuasive Language in Tourism Webpages: Official Webpages of Los Angeles, Seattle and Washington. Universidad de Valladolid. Facultad de Filosofía y Letras.

Savakis, A. E., Etz, S. P., Loui, A. C. P. (2000). Evaluation of image appeal in consumer photography. Proc. SPIE 3959, Human Vision and Electronic Imaging V.

Scarles, C. (2004). Mediating landscapes: The processes and practices of image construction in tourist brochures of Scotland. *Tourist Studies 4*(1): 43–67.

UNIVERSIDAD DE MÁLAGA

Scheibman, J. (2002). Point of view and grammar: Structural patterns of subjectivity in American English conversation. *Studies in Discourse and Grammar 11*. John Benjamins Publishing Company.

Scollon, R., LeVine, P. (2004). Multimodal discourse analysis as the confluence of discourse and technology. In P. LeVine, R. Scollon (eds). *Discourse and Technology: Multimodal Discourse Analysis.* Washington, D. C.: Georgetown University Press.

Short, T. L. (2007). *Peirce's theory of signs*. Cambridge: Cambridge University Press.

Silva, L., Leal, J. (2015). Rural tourism and national identity building in contemporary Europe: Evidence from Portugal. *Journal of Rural Studies 38*: 109 – 119.

Singh, N., Srivastava, S. K. (2011). Impact of colors on the psychology of marketing — A comprehensive overview. *Manag Labour Stud*. 36(2): 199-209. DOI:10.1177/0258042X1103600206

Sirgy, M., Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research 38*: 340–352.

Skelin Horvat, A. (2013). Personal and cultural memories in war tourism. *Casopis za književnost, kulturu i književno prevođenje 3*(2): 1 – 17.

Skibitska, O. (2013). The translation of tourism websites. FLLT Conference Proceedings by LITU 2(1): 735-740.

Smith, C., Jenner, P. (2000). Health tourism in Europe. *Travel & Tourism Analyst 1*: 41-66.

Smith, P. C., Forgione, D. A. (2007). Global outsourcing of healthcare: A medical tourism decision model. *Journal of IT Case and Application Research 9*(3): 19.

Sparks B. A., Bowen J. T., Klag S. (2003). Restaurants and the tourist market. *International Journal of Contemporary Hospitality Management 15*(1): 6-13.

Speier, A. R. (2011). Health tourism in a Czech health spa. *Anthropology & Medicine 18*: 1 – 55.

UNIVERSIDAD DE MÁLAGA

Spillinger A., Parush, A. (2012). The impact of testimonials on purchase intentions in a mock E-commerce Web Site. *Journal of Theoretical and Applied Electronic Commerce Research 7*(1).

Spinzi, C. (2004). Travelling without a trace: A corpus study of the communicative process of "eco-speaking". *ES Across Cultures 1*: 79-92.

Spinzi, C.G. (2010). How this holiday makes a difference: The language of environment and the environment of nature in a cross-cultural study of ecotourism. *Ceslic: Occasional Papers 1*.

Stamous, A. G., Paraskevopoulous, S. (2004). Images of nature by tourism and environmentalist discourses in visitor books: A critical discourse analysis of ecotourism. *Discourse and Society 15*(1): 105-129. Tourism Malaysia. 2008.

Stănciulescu, G. C., Diaconescu G. N., Diaconescu D. M. (2015). Health, spa, wellness tourism. What is the difference? *Knowledge Horizons – Economics 7*(3): 158–161.

Stará, J., Peterson, C. (2017). Understanding the concept of wellness for the future of the tourism industry: A literature review. *Journal of Tourism & Services 8*(14): 18-29.

Stellin, S. (2013). *How to get a seat out of your miles*. The New York Times.

Sternkopf, S. M. (2004). Language and business-international communication strategies in Saxon small and medium-sized companies. Chemnitz University of Technology.

Suen, O.Y.A. (2009). Self-representation of five star hotels: A digital genre analysis of hotel homepages. In V.K. Bhatia, W. Cheng, B. Du-Babcock & J. Lung (eds.). *Language for Professional Communication: Research, Practice & Training*: 111-130. Hong Kong: The Hong Kong Polytechnic University, Asia-Pacific LSP and Professional communication.

Tapachai, N., Waryszac, R., (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research 39*(1): 37-44.

Tarnaeva, L. P., Datsyuk, V. V. (2013). Turisticheskii diskurs: Lingvopragmaticheskie

UNIVERSIDAD DE MÁLAGA

harakteristiki [Tourist discourse: Lingvopragmatic aspects]. Vestnik of St. Petersburg University, 9. Philology. Oriental Studies. *Journalism 3*: 229 – 235.

Tasci, A. D. A., Gartner, W. C., Tamer Cavusgil, S. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research 31*(2): 194–223.

Tausczik, Y.R., Pennebaker, J. W. (2010). The psychological meaning of words: LIWC and computerized text analysis methods. *J Lang Soc Psychol 29*: 24–54.

Tawil, R. F. (2011). Classifying the Hotel Spa Tourist: A Multidimensional Qualitative Approach. *International Journal of Humanities and Social Science 1*(20): 155-169.

Taylor, J.P. (2001). Authenticity and sincerity in tourism. *Annals of Tourism Research 28*: 7-26.

Telfer, D. J., Sharpley, R. (2015). Tourism and development in the developing world. Routledge 24.

Tersikh, M. V., Zaytsevs, O. A. (2013). Kommunikativnye strategii v diskurse elitnogo turizma (na material reklamnyh tekstov) [Communicative strategies of in the discourse of elite tourism (on the material of advertising texts]. *Political linguistics 4*(46): 234 – 244.

Thitthongkam, T., Walsh, J. (2010). Roles of language in tourism organisational management. *Asian Journal of Management Research 1*(1): 184 – 199.

Thompson, R. (2012). Looking healthy: Visualizing mental health and illness. *Visual communication 11*(4): 395-420.

Thomsen, R. C., Vester, S. P. (2016). Towards a semiotics-based typology of authenticities in heritage tourism: Authenticities at Nottingham Castle, UK, and Nuuk Colonial Harbour, Greenland. *Scandinavian Journal of Hospitality and Tourism 16*(3): 254-273.

Thurlow, C, Adam, J. (2010). *Tourism discourse language and global mobility*. Basingstoke: Palgrave Macmilan.

UNIVERSIDAD DE MÁLAGA

Thurlow, C., Jaworski, A. (2010). Language and the globalizing habitus of tourism: A sociolinguistics of fleeting relationships. In N. Coupland (ed.). *The handbook of Language and Globalization*: 255-286. Atrium, Southern Gate, Chichester, West Sussex, UK: Balckwell Publishing Ltd.

Tinson, J., Saren, M., Roth, B. E. (2015). Exploring the role of dark tourism in the creation of national identity of young Americans. *Journal of Marketing Management*.

Topler, J. P. (2014). Using authentic materials for students of tourism in Slovenia: English language acquisition for students of the Faculty of Tourism of the University of Maribor. *ExELL: Explorations in English Language & Linguistics 2*(2): 104 – 115.

Translation Journal 2016. The Language of Tourism: Translating Terms in Tourist Texts. Available at https://translationjournal.net/January-2016/the-language-of-tourism-translating-terms-in-tourist-texts.html

Trauer, B., Ryan, C. (2005). Destination image, romance and place experience--an application of intimacy theory in tourism. *Tourism Management 26*(4): 481-491.

Tsang, L. (2007). *Sound and music in website design. Music, sound and multimedia. From the live to the virtual.* Edinburgh: University Press Ltd.

Tyuleneva, N. A. (2008). Lingvokognitivnie strategii pozitsionirovaniya i prodvizheniya turisticheskih uslug v rossiyskoii i anglo-amerikanskoi reklame [Lingvopragmatic strategies of positioning and promotion of tourism services in Russian and English-American advertising]. Omsk: Omsk F.M. Dostoevsky State University.

Unsworth, L. (2006). Towards a metalanguage for multiliteracies education: Describing the meaning-making resources of language-image interaction. *English Teaching: Practice and Critique 5*(1): 55-76.

Unsworth, L. (2008). Multiliteracies and metalanguage: Describing image/text relations as a resource for negotiating multimodal texts. In Leu, D., Corio, J., Knobel, M., Lankshear, C. (eds.). *Handbook of Research on New Literacies*: 377-405. Mahwah, NJ: Erlbaum.

UNIVERSIDAD DE MÁLAGA

UNWTO/ETC (2018). Exploring health tourism. UNWTO, Madrid. Available at https://www2.unwto.org/press-release/2018-12-20/unwtoetc-launch-report-health-tourism

Urh, B. (2015). Healthy lifestyle and tourism. *Quaestus Multidisciplinary Research Journal 6*: 132–143.

Urry, J. (2002). *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. London: Sage.

Ustinova, I. (2008). English and American Culture Appeal in Russian Advertising. *Journal of Creative Communications 3*(1): 77–98.

Valdés Rodríguez, C. (2013). Advertising translation. In C. Millán, F. Bartrina (Eds.). *The Routledge Handbook of Translation Studies*: 300-314. Oxford y Nueva York: Routledge.

Van Eemeren Frans, H., Grootendorst, R. (2004). *A systematic theory of argumentation: The pragma-dialectical approach*. Cambridge University Press.

Van Enschot, R., Hoeken, H., Mulken, M. (2008). Rhetoric in advertising: Attitudes towards verbo-pictorial rhetorical figures. *Information Design Journal 16*(1): 35-45.

Van Leeuwen, T. (2004). Ten reasons why linguists should pay attention to visual communication. In P. LeVine, R. Scollon (eds). *Discourse and Technology: Multimodal Discourse Analysis*: 7 – 19. Washington, D. C.: Georgetown University Press.

Van Leeuwen, T. (2005). *Introducing Social Semiotics*. London: Routledge.

Van Leeuwen, T. (2005b). Typographic meaning. *Visual Communication 4*(2): 137-43.

Van Leeuwen, T. (2008). *Discourse and practice: New tools for critical analysis*. London: Oxford University Press.

Van Leeuwen, T. (2011). *The language of colour*. London: Routledge.

UNIVERSIDAD DE MÁLAGA

Van Raaij, W. F. (2002). Stages of behavioural change: Motivation, ability and opportunity. In G. C. Bartels, W. J. A. Nelissen (Eds.). Marketing for Sustainability. *Towards Transactional Policy-Making*: 321-333. Amsterdam: IOS Press.

Velasco Sacristán, M. (2006). Advertising English and ESP: The British cosmopolitan ad as an example of 'specialised' text. *Ibérica 12*: 65-88.

Velasco Sacristán, M. (2006). Advertising English and ESP: the British Cosmopolitanad as an example of 'specialised' text. *Iberica 12*: 65-88.

Visi Ütőné, J. (2013). Geography of Health. Health tourism Eszterházy Károly College. From https://www.tankonyvtar.hu/en/tartalom/tamop412A/2011-0038_43_visi_en/ch01s12.html

Vita, A. (2014). Translation, localization and transcreation: What's the difference? Retrieved from: http://alessandravita.com/translation-localization-transcreation/

Voigt, C., Brown, G., Howat, G. (2011). Wellness tourists: in search of transformation. *Tourism Review 66*(1/2): 16-30.

Voigt, C., Laing, J., Wray, M., Brown, G., Howat, G., Weiler, B. Trembath, R. (2010). Wellness and Medical Tourism in Australia: Supply, Demand and Opportunities. Gold Coast: CRC for Sustainable Tourism.

Walters, G., Sparks, B., Herington, C. (2007). The effectiveness of print advertising stimuli in evoking elaborate consumption visions for potential travellers. *Journal of Travel Research 46*(1): 24 - 34.

Wang, K. C., Hsieh, A. T., Yeh, Y. C., Tsai, C. W. (2004). Who is the decision-maker: The parents or the child in group package tours? *Tourism Management 25*(2): 183 - 194.

Weaver, D., Oppermann, M. (2000). *Tourism management*. Milton: Jacaranda Wiley.

Weiermair, K., Mathies, Ch. (2004). *The tourism and leisure industry – shaping the future.* NY: Haworth Press.

UNIVERSIDAD DE MÁLAGA

Westwood, S., Morgan, N., Pritchard, A., Ineson, E. (1999). Branding the package holiday - The role and significance for brands for UK air tour operators. *Journal of Vacation Marketing 5*(3): 238-252.

Wetherell, M., Taylor, S., Yates, S.J. (2001). *Discourse as data: A guide for analysis*. London. U.K: Sage Publications Ltd.

White, C. J. (2003). Emotions, gender and destination visitation intentions. 12th International Tourism and Leisure Symposium, Barcelona. Retrieved from https://bit.ly/2KmB7KU

White, C.M. (2007). More authentic than thou: Authenticity and othering in Fiji tourism discourse. *Tourist Studies 7*(25): 25-49.

Whitehead Dean (2011). Health promotion in nursing: A Derridean discourse analysis. *Health Promotion International* 26(1): 117–127.

Whittaker, A. (2008). Pleasure and pain: Medical travel in Asia. *Global Public Health: An International Journal for Research, Policy and Practice 3*: 271-290.

Wodak, R. (2006). *Mediation between discourse and society: Assessing cognitive approaches in CDA. Discourse Studies.* New York: Sage Publications.

World Tourism Organization and European Travel Commission (2018). Exploring Health Tourism – Executive Summary. UNWTO, Madrid.

Wu, Ch. Z. (2009). Thirty years of China tourism planning: Review and prospects. *Tourism Tribune 24*(1): 13 – 18.

Xiang Z, Fesenmaier D. (2006). Assessing the initial step in the persuasion process: META tags on destination marketing websites. *Information Technology & Tourism 8*: 91-104.

Xiang Z., Kim H., Fesenmaier D. R. (2015). Use of the Internet for trip panning: A generational analysis. *Journal of Travel & Tourism Marketing 32*(3): 276-289.

Xiang, Z., Wöber, K., Fesenmaier, D. R. (2008). Representation of the online tourism domain in search engines. *Journal of Travel Research 47*(2): 137 – 150.

UNIVERSIDAD DE MÁLAGA

Xie, H., Kerstetter, D., Mattila, A. S., Buzinde, C., Morais, D. B. (2012). Information usefulness versus ease of use: Which makes a destination website more persuasive? *Tourism Analysis 17*(1): 15- 26.

Yazdannik, A., Yousefy, A., Mohammadi, S. (2017). Discourse analysis: A useful methodology for health-care system researches. *Journal of Education and Health Promotion 6*(111).

Yolanda, P. (2012). Language and Health Care. *Diabetes Spectrum 25*(1): 19-22.

Yui Ling Ip, J. (2008). Analyzing tourism discourse. A case study of a Hong Kong travel brochure. *LCOM Papers 1*: 1-19.

Zakharova, G. (2020a). Aspects to consider when searching for persuasive strategies in tourism discourse. *Journal of Vasyl Stefanyk Precarpathian national university 7*(3): 7-18.

Zakharova, G. G. (2020b). Rhetoric in tourism websites: Innovative technologies to engage consumers. *Service and tourism: Current challenges 14*(4): 57–68.

Zakharova, G. (2021a). Tourism language properties determining successful marketing process. *Revista internacional de turismo, empresa y territorio 5*(1): 17-30.

Zakharova, G. G. (2021b). Video materials as a persuasive strategy in tourism discourse. *Servis v rossii i za rubezhom* [Services in Russia and abroad] 15(2): 30– 44.

Zantides, E. (2014). Semiotics and visual communication: Concepts and practices. Cambridge Scholars Publishing.

Zantides, E. (2017). Semiotics and visual communication II: Culture of seduction. Cambridge Scholars Publishing.

Zuliani, A. (2013). A journey to Portugal. The official tourist promotion of Turismo de Portugal. In E. Manca e F. Bianchi (Eds.). *Tourism and Tourist Promotion around the World*: 61-80.

Вир Мандрів (2012). Interesting Facts about the Carpathian Mountains. Available at

UNIVERSIDAD DE MÁLAGA

http://wyr.com.ua/en/interesting-facts-about-the-carpathian-mountains.html

https://www.revfine.com/

UNIVERSIDAD DE MÁLAGA

BIBLIOGRAPHY WITHOUT CITATION

AbouTourism (2011). Top factors influencing destination choice. Retrieved from http://aboutourism.wordpress.com/2011/10/03/top-factors- influencing-destination-choice/.

Adzam Auar, Farah Syazwani Hayrol Aziz, Kelvin Ying (2016). Gender Differences in Tourism Destination Choice in Malaysia. Centre for Research on Women and Gender (KANITA).

Aitchison, C. C. (2001). Theorizing other discourses of tourism, gender and culture. *Tourist Studies 1*(2): 133-147.

Ajzen, I. (1992). Persuasive communication theory in social psychology: A historical perspective. In M. J. Manfredo (Ed). *Influencing Human Behavior: Theory and applications in recreation and tourism*: 1 - 27. Champaign, IL: Sagamore Publishing.

Armstrong, J. S. (2010). *Persuasive Advertising: Evidence-based Principles*. Basingstoke: Palgrave Macmillan.

Bait, M., Banzi, A., Folgieri, R., Minetti, S., (2013). *Introducing a Virtual Reality EEG-BCI and priming-based tool to make art interactive: A technological and linguistic challenge.* Florence: EVA.

Beeton, S., Betty, W., Sam, H. (2005). Contextual analysis for applying persuasive communication theory to managing visitor behavior: A scoping study at port campbell national park. Victoria: CRC for Sustainable Tourism Pty Ltd.

Blanco Gómez, M. L. (2010). Advertising techniques in business journals: From information to persuasion. En M. L. Blanco Gómez, J. I. Marín Arrese (eds.). *Discourse and Communication: Cognitive and Functional Perspectives*: 41-67. Madrid: Dykinson.

Bowker, L., Pearson, J. (2002). *Working with Specialized Language: A practical guide to using corpora.* Londres: Routledge.

Breuer, I., Melanie, N. (2008). *Persuasive language in media texts*. Elsternwick Victoria: Insight Publications.

UNIVERSIDAD DE MÁLAGA

Bruthiaux, P. (2000). In a nutshell: Persuasion in the spatially constrained language of advertising. *Language & Communication 20*: 297-310.

Buhalis, D. (2000). Marketing the Competitive Destination of the Future. *Tourism Management 21*: 99.

Buhalis, D., Law, R. (2008). Progression in Information technology and Tourism Management: 20 years on and 10 years after the Internet-The state of e-tourism research. *Tourism Management 29*(4): 609-623.

Caldas-Coulthard, C. (2008). Body branded: Multimodal identities in tourism advertising. *Journal of Language and Politics*: 451-470.

Camprubi, R. (2011). Tourism image fragmentation: the case of Perpignan. *Tourism and Hospitality Research 53*(3): 65-103.

Camprubi, R., Guia, J., Comas, J. (2008). Destination networks and induced tourism image. *Tourism Review 63*(2): 47-58.

Chand, P., Shivani, C. (2012). Advertising discourse: Studying creation and perception of meaning. *International Journal of English and Literature 3*: 40-49.

Cheung, Alicia (2017.) Communicating mental health online: A comparative multimodal analysis of the centre for addiction and mental health and children's mental health Ontario. Canada: Ryerson University.

Cockcroft, R., Cockcroft, S., Hamilton, C., Hidalgo-Downing, L. (2014). *Persuading people: An introduction to rhetoric*. 3rd. ed. Basingstoke, Hampshire, etc.: Palgrave Macmillan.

Cortés de los Ríos, M. E., Azzahraa, F. (2014). The Construction of conceptual meaning in print footwear advertisements. *LSP Journal 5*(2): 4-23.

Cruz García, L., Adams, H. (2006). Advertising discourse: A contrastive analysis of computer adverts in English and Spanish. *Revista de Lenguas para Fines Específicos 11, 12*: 113-132.

Dann, G. M., Giuli Liebman, P. (2009). *The sociology of tourism – European origins*

UNIVERSIDAD DE MÁLAGA

and developments. Bingley: Emerald Group Publishing.

Dann, G.M. (2001). Senior tourism. *Annals of Tourism Research 28*(1): 238-240.

Denisova,G., Drozd, A., Romanovich, R. (2011). Tourism Terminology in Social, Linguistic and Translation Contexts. *Mezhkulturnaia kommunikatsiia i obucheniie inostrannym iazykam*: 127-129.

Echtner, C. M., Brent, J. R. (2003). The meaning and measurement of destination image. *The Journal of Tourism Studies 14*: 37 - 48.

Fairclough, N. (1989). *Language and Power*. United Kingdom: Longman.

Fairclough, N. (1995). *Media Discourse*. London: Arnold.

Fairclough, N. (2004). Semiotic aspects of social transformation and learning. In R. Rogers (Ed.). *An introduction to critical discourse analysis in education*: 225 - 235. Mahwah, NJ: Lawrence Erlbaum Associates.

Fakharyan, M. et al. (2012). The influence of online word of mouth communications on tourists' attitudes toward Islamic destinations and travel intention: Evidence from Iran. *African Journal of Business Management 6*(33): 9533-9542.

Fei-Wen, Cheng (2016). Constructing hotel brands: A multimodal analysis of luxury hotel homepages. *Ibérica 31*: 83-108.

Feighery, W. (2006). Reading Tourism Texts in Context: A Critical Discourse Analysis. *Tourism Analysis 11*: 1-11.

Fuertes-Olivera, P., Velasco-Sacristán, M., Arribas-Baño, A., Samaniego-Fernández, E. (2001). Persuasion and advertising English: Metadiscourse in slogans and headlines. *Journal of Pragmatics 33*(8): 1291-1307.

Goddard, A. (1998). *The language of advertising: Written texts.* London & New York: Routledge & Kegan Paul.

Govers, R., Go, F. (2005). Projected destination image online: website content analysis of pictures and text. *Information Technology & Tourism 7*: 73–89.

UNIVERSIDAD DE MÁLAGA

Govers, R., Go, F., Kumar, K. (2007). Promoting Tourism Destination Image. *Journal of Travel Research 46*: 15–23.

Gunn, C. (1988). *Vacationscapes: Designing tourist regions.* New York: Van Rostrand, Reinhold.

Hasle, P. (2011). Persuasive design: A different approach to information systems (and information). *Library Hi Tech 29*(4): 569- 572.

Hassan, H. (2006). Generic structures of corporate websites and persuasive strategies of tourism discourse: 19 web pages. Cardiff University.

Hassan, H. (2012). *Multimodal communication of corporate website design.* Malaysia: UTM Press.

Hughes, G. (1995). Authenticity in Tourism. *Annals of Tourism Research 22*(4): 781-803.

Jaworska S. (2017). Metaphors we travel by: A corpus-assisted study of metaphors in promotional tourism discourse. *Metaphor and Symbol 32*(3): 161-177.

Jaworski, A. (2010). Linguistic landscapes on postcards: Tourist mediation and the sociolinguistic communities of contact. *Sociolinguistics Studies 4*(3): 569-594.

Jaworski, A., Pritchard, A. (2005). *Discourse, Communication and Tourism*. Clevedon: Channel View Publications.

Jewitt, C., Oyama, R. (2001). Visual meaning: A social semiotic approach. In van Leeuwen T., C. Jewitt (eds). *Handbook of Visual Analysis*: 134-156. London: Sage Publications.

Jóhannesson, G. T., Huijbens, E. H. (2010). Tourism in times of crisis: Exploring the discourse of tourism development in Iceland. *Current Issues in Tourism 13*(5): 419–434.

Kang, N., Yu, Q. (2011). Corpus-based stylistic analysis of tourism English. *Journal of Language Teaching and Research 2*(1): 129-136.

UNIVERSIDAD DE MÁLAGA

Kassim, N., Abdullah, N. A. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis. *Asia Pacific Journal of Marketing and Logistics 22*(3): 351-371.

Kim, D. Y., Hwang, Y. H., Fesenmaier, D. R. (2005). Modeling Tourism Advertising Effectiveness. *Journal of Travel Research 44*: 42-49.

Kim, H., Fesenmaier, D. R. (2008). Persuasive design of destination web sites: An analysis of first Impression. *Journal of Travel Research 47*(1): 3-13.

Kim, M. J., Chung, N., Lee, C. K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management 32*(2): 256-265.

Konecnik M. (2002). The image as a possible source of competitive advantage of the destination - the case of Slovenia. *Tourism Review 57*: 6-12.

Kress, G. (2004). Reading images: Multimodality, representation and new media. *Information Design Journal & Document Design 12*(2): 110-119.

Larsen, J. (2006). Picturing Bornholm: Producing and consuming a tourist place through picturing practices. *Scandinavian Journal of Hospitality and tourism 6*(2): 75-94.

Law, R. (2010). Internet and tourism – Part XXII: Chinatravel.net. *Asia Pacific Journal of Tourism Research 15*(4): 461-463.

Leech, G. (1996). *English in advertising: A linguistic study of advertising in Great Britain*. London: Longman.

Lepp, A., Gibson, H., Lane, C. (2011). Image and perceived risk: A study of Uganda and its official tourism website. *Tourism Management 32*: 675 - 684.

Li, X. (2002). A model of destination image promotion with a case study of Nanjing P. R. China. The 2002 Northeastern Recreation Research Symposium.

Li, X., Wang, Y. (2010). Evaluating the Effectiveness of Destination Marketing

UNIVERSIDAD DE MÁLAGA

Organisations' Websites: Evidence from China. *International journal of tourism research 12*: 536–549.

Manca, E. (2004). *Translation by collocation. The language of tourism in English and Italian.* Birmingham, UK: TWC.

Manca, E. (2012). Translating the language of tourism across cultures: From functionally complete units of meaning to cultural equivalence. *Textus 1*: 51-67.

Mantecón, A., Raquel, H. (2009). The value of authenticity in residential tourism: The decision-maker's point of view. *Tourist Studies 8*: 359-376.

Markwell, K. (2001). Borneo, nature's paradise: Constructions and representations of nature within nature-based tourism. In P. Teo, T. Chang, K. Ho (eds.). *Interconnected worlds: Tourism in Southeast Asia*: 248-265. Elsevier: Oxford.

Marsha, D. L. (2011). Comparing web sites: An experiment in online tourism marketing. *International Journal of Business and Social Science 2*(22).

Merkaj, L. (2013). Tourist communication: A specialized discourse with difficulties in translation. *European Scientific Journal 2*: 321-325.

Molina, A., Esteban, A. (2006). Tourism brochure, usefulness and image. *Journal of Annals of Tourism Research 33*(4): 1036-1056.

Molinillo S., Liébana-Cabanillas F., Anaya-Sánchez R. (2017). Destination image on the DMO's platforms: Official website and social media. *Tourism & Management Studies 13*(3): 5-14

Moore, K., Smallman, C., Wilson, J., Simmons, D. (2012). Dynamic in-destination decision-making: An adjustment model. *Tourism Management 33*: 635-645.

Moscardo, G. (1998). Interpretation and sustainable tourism: Functions, examples and principles. *Journal of Tourism Studies 9*(1): 2-13.

Najafian, M. (2011). Advertising social semiotic representation: A critical approach. *International Journal of Industrial Marketing 1*(1): 63-78.

UNIVERSIDAD DE MÁLAGA

Oinas-Kukkonen, H., Harjumaa, M. (2008). Towards Deeper Understanding of Persuasion in Software and Information Systems. First International Conference on Advances in Computer-Human Interaction.

Pajnik, M., Petr L. T. (2002). Observing discourses of advertising: Mobitel's interpellation of potential consumers. *Journal of Communication Inquiry 26*: 277-299.

Palmer, C. (1999). Tourism and the symbols of identity. Tourism Management 20: 313-321.

Pan, S., Ting, P. H., Bau, D. Y. (2014) Perceptions of Taipei as revealed in travel blogs: A tale from two sides. *Asia Pacific Journal of Tourism Research 19*(6): 700-720.

Pennebaker, J. W., Francis, M. E., Booth, R.J. (2001). *Linguistic inquiry and word count (LIWC): LIWC.* Mahwah: Lawrence Erlbaum.

Picard, M. (2008). Balinese identity as tourist attraction: From "cultural tourism to "Bali erect". *Tourist Studies 8*: 155-173.

Plog, S. C. (2004). LeisuretTravel: A marketing handbook. Upper Saddle River, New Jersey: Pearson/Prentice Hall.

Pretes M. (2003). Tourism and nationalism. *Annals of Tourism Research 30*: 125-142.

Price, D. (2015). Surveyors and surveyed: Photography out and about. In L. Wells (ed.). Photography. *A Critical Introduction* (5th ed): 75-133. London: Routledge.

Priester, J. R., Petty, E. P. (2003). The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness. *Journal of Consumer Psychology 13*: 408–21.

Salazar, N. B. (2006). Touristifying Tanzania. Local guides, Global Discourse. *Annals of Tourism Research 33*(3): 833-852.

Sanatorii-zakarpattia.com. Available at https://sanatorii-zakarpattia.com/

UNIVERSIDAD DE MÁLAGA

Stoian, C., (2015). *The discourse of tourism and national heritage: A contrastive study from a cultural perspective*. Newcastle upon Tyne: Cambridge Scholars Publishing.

Tausczik, Y. R., Pennebaker, J. W. (2010). The psychological meaning of words: LIWC and computerized text analysis methods. *Journal of Language and Social Psychology 29*(1). Sage Publications.

Torresi, I. (2007). Translating the Visual. The Importance of Visual Elements in the Translation of Advertising across Cultures. In D. Kenny, K. Ryou (Eds.). Across Boundaries: International Perspectives on Translation Studies: 38-55. Newcastle: Cambridge Scholars Publishing.

Urry J. (2010). *The "consuming" of place. Discourse, communication and tourism.* Clevedon: Channel View Publication.

Winn, W., Beck, K. (2002). The Persuasive Power of Design Elements on an E-Commerce Web Site. Technical Communication 49(1): 17-35.

Zuo Guohua (2015). Analysis of graphic design and color application in tourism advertising. International Conference on Social Science and Technology Education. *Atlantis Press*: 259-263.

UNIVERSIDAD DE MÁLAGA

LIST OF TABLES

Table 1: Linguistic fields of health tourism texts with content examples (Davoust, Corpas Pastor & Seghiri 2018: 36-37)

Table 2: First 50 noun occurrences in the corpus of "Karpaty" resort website

Table 3: The 15 most frequent verbs in the corpus of "Karpaty" resort website

Table 4: Personal pronouns and possessive adjectives in the corpus of "Karpaty" resort website

Table 5: The 40 most frequent adjectival items in the corpus of "Karpaty" resort website

Table 6: First 50 noun occurrences in the corpus of "Solva" resort website

Table 7: The 15 most frequent verbs in the corpus of "Solva" resort website

Table 8: Personal pronouns and possessive adjectives in the corpus of "Solva" resort website

Table 9: Frequency of adjectival items in the corpus of "Solva" resort website

UNIVERSIDAD DE MÁLAGA

LIST OF FIGURES

Figure 1: Multimodal framework for analyzing websites (Pauwels 2012: 252)

Figure 2: Network of visual grammar (adapted from Kress & van Leeuwen 2006) (Cheng 2016: 87)

Figure 3: Visual hierarchy in the corpus of "Karpaty" resort website

Figure 4: Destination brand logo (Ukrainian version) in the corpus of "Karpaty" resort website

Figure 5: Destination brand logo (English version) in the corpus of "Karpaty" resort website

Figure 6: Homepage main images in the corpus of "Karpaty" resort website

Figure 7: Human images on the homepage of "Karpaty" resort website

Figure 8: Images "Types of accommodations" in the corpus of "Karpaty" resort website

Figure 9: Image of "Karpaty" hotel and resort complex

Figure 10: Images "Sanatorium benefits" in the corpus of "Karpaty" resort website

Figure 11: Images "Rewards" in the corpus of "Karpaty" resort website

Figure 12: Images of the famous guests in the corpus of "Karpaty" resort website

Figure 13: Images "SPA and sports" in the corpus of "Karpaty" resort website

Figure 14: Images "Leisure time in 'Karpaty'"

Figure 15: Images "Facilities for children" in the corpus of "Karpaty" resort website

Figure 16: Photos of the medical facilities of "Karpaty" resort

Figure 17: Pictures "Doctors of 'Karpaty' sanatorium"

Figure 18: Haemorrhoids treatment pictures in the corpus of "Karpaty" resort website

Figure 19: Photos of "Play" restaurant in the corpus of "Karpaty" resort website

UNIVERSIDAD DE MÁLAGA

Figure 20: Photos of "Ya i Ty" restaurant in the corpus of "Karpaty" resort website

Figure 21: Photos of "Grazhda" ethno-café-museum in the corpus of "Karpaty" resort website

Figure 22: Images on the page "Prices" in the corpus of "Karpaty" resort website

Figure 23: Some "Gallery" photos in the corpus of "Karpaty" resort website (1)

Figure 24: Some "Gallery" photos in the corpus of "Karpaty" resort website (2)

Figure 25: Key frames of the homepage introductory video in the corpus of "Karpaty" resort website

Figure 26: Key frames of the video interviews in the corpus of "Karpaty" resort website

Figure 27: Key frames of the video on the mineral waters of "Karpaty" resort

Figure 28: Key frames of the video "Portrait of my city" in the corpus of "Karpaty" resort website

Figure 29: Key frames of the video "Organic food" in the corpus of "Karpaty" resort website

Figure 30: Key frames of the video interview with Miss Ukraine 2011 Yaroslava Kuryacha in the corpus of "Karpaty" resort website

Figure 31: Key frames of the video "Interactive map of 'Karpaty' resort"

Figure 32: Key frames of the video programme "Життя в Задоволення (Enjoy a Good Life)" in the corpus of "Karpaty" resort website

Figure 33: Interactive map of "Karpaty" sanatorium

Figure 34: Two shots of the video streaming by the webcam on Independence Square in Truskavets in the corpus of "Karpaty" resort website

Figure 35: Two shots of the video streaming by the webcam on the Buvet in Truskavets in the corpus of "Karpaty" resort website

UNIVERSIDAD DE MÁLAGA

Figure 36: Images of Goggle Maps in the corpus of "Karpaty" sanatorium website

Figure 37: Space of verbal and non-verbal integration in the corpus of "Karpaty" resort website

Figure 38: Visual hierarchy in the corpus of "Solva" resort website

Figure 39: Destination brand logos in the corpus of "Solva" resort website

Figure 40: Homepage main images in the corpus of "Solva" resort website

Figure 41: Images "Types of accommodations" in the corpus of "Solva" resort website

Figure 42: Images "The gym and Billiards" in the corpus of "Solva" resort website

Figure 43: Images "Tennis cords" in the corpus of "Solva" resort website

Figure 44: Images "Treatment and SPA" in the corpus of "Solva" resort website

Figure 45: Images of the hydrotherapeutic procedures in the corpus of "Solva" resort website

Figure 46: Images of physio procedures in the corpus of "Solva" resort website

Figure 47: Images of the baths (saunas) in the corpus of "Solva" resort website

Figure 48: Photos of "Solva" restaurant in the corpus of "Solva" resort website

Figure 49: Photos of "Kolyba" restaurant in the corpus of "Solva" resort website

Figure 50: Images of the page "Celebrations and banquets" in the corpus of "Solva" resort website

Figure 51: Images "Wedding celebration" in the corpus of "Solva" resort website

Figure 52: Images of the page "Wooden houses" in the corpus of "Solva" resort website

Figure 53: Images of the wooden cottage in the corpus of "Solva" resort website

Figure 54: Images of Goggle Maps in the corpus of "Solva" resort website

UNIVERSIDAD DE MÁLAGA

Figure 55: Space of verbal and non-verbal integration in the corpus of "Solva" resort website

UNIVERSIDAD DE MÁLAGA